UDC 338.583

THE PRIORITIES IN FORMING OF THE INFRASTRUCTURE  
INSTITUTES OF THE REGIONAL PUBLISHING  
AND PRINTING CLUSTER DEVELOPMENT

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**Research methodology.** The theoretical and methodological basis of the work are fundamental assumptions of modern economics, regional development, methods of induction, deduction, comparison and systematization (the study of the nature of concepts «cluster approach», «cluster policy», «regional publishing and printing clus­ter»); system approach, simulation, synthesis (in developing the conceptual frame­work and methodological approaches, models, to identify priority areas and stages of formation of regional infrastructure institutions publishing, printing cluster).

**Results.** The effective use of competitive advantages territories which, in particular, are in the activation potential of publishing and printing complex super­sedes methodological approaches to the development of infrastructure institutions. For this purpose, the key priorities in forming of the infrastructure for regional publishing and printing cluster have been grounded. There has been also presented the organizational and economic model of innovation oriented cluster and the infrastructure institutions that are necessary for its development have been identified. There has been proposed the model of vertically integrated cluster, which involves stages of development and necessary infrastructure institutions. The model of conglomerate type cluster of justification of priority infrastructure institutions has been elaborated.

**Novelty.** The scientific methodological, organizational and economic principles forming the infrastructure for regional publishing and printing cluster have been grounded allowing you to identify the unique competitive advantages for stimulation of the complex in the region.

**The practical significance.** The results of the study of scientific and theoretical principles and practical recommendations for institutional development of infrastructure institutions in shaping regional publishing and printing cluster can be used in the practical work of the governmental and regional development agencies, publishing and printing companies and others.