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National technical university of Ukraine "KPI", Kyiv***PUBLISHING AND PRINTING ENTERPRISES SPECIFICS**

In article the specifics of publishing and printing enterprises is analyzed related to character of producible products, territorial location, scales and types of economic activity.

Keywords: enterprises, specifics, management, income, product, economic activity.

ОСОБЛИВОСТІ ДІЯЛЬНОСТІ ВИДАВНИЧО-ПОЛІГРАФІЧНИХ ПІДПРИЄМСТВ**Гуткевич С.О.,****Андросюк Л.А.,****Барзилович О.М.**

В статті проаналізовані особливості діяльності видавничо-поліграфічних підприємств, пов'язані з характером продукції, що виробляється, територіальним розташуванням, масштабами та видами економічної діяльності.

Ключові слова: підприємство, особливості, управління, прибуток, продукція, вид діяльності.

ОСОБЕННОСТИ ДЕЯТЕЛЬНОСТИ ИЗДАТЕЛЬСКО-ПОЛИГРАФИЧЕСКИХ ПРЕДПРИЯТИЙ**Гуткевич С.А.,****Андросюк Л.А.,****Барзилович О.М.**

В статье проанализированы особенности деятельности издательско-полиграфических предприятий, связанные с характером производимой продукции, территориальным расположением, масштабами и видами экономической деятельности.

Ключевые слова: предприятие, особенности, управление, прибыль, продукция, вид деятельности.

Problem statement. Publishing and printing industry (PPI) is the special industry which is intended for satisfaction of requirements for printed materials. Level of its development acts as a peculiar indicator of economic and social situation of the country and very sensitively reacts to economic development of the state though occupies small specific weight in formation of an internal gross product and traditionally treats providing branches of national economy.

Analysis of the last researches and publications. The problem of management of the printing and publishing enterprises is an object of research of many domestic and foreign scientists, such as: B. Durniak, A Ershov, Z.Holod, V.Pliuta, P.Pashulia, A.Shtangret and others. However, the question of research of publishing and printing enterprise's specifics requires permanent recovery of data, dependency upon the stage of development of economy of country.

The purpose of article is to research the specifics of printing and publishing enterprises on the modern stage of development

Main material. The enterprises of a publishing and printing complex of Ukraine provide preparation, a technological reconstruction and finishing to the consumer of publishing production. The complex includes the following branches: publishing, printing and book trading, and also production and social infrastructures (figure 1).

The general principles of functioning of all subsystems of publishing and printing business, condition of relationship and functioning of subjects of publishing it is certain the Law of Ukraine "About publishing" with changes of 08.06.1997. Publishing is a sphere of the public relations which combines organizational and creative and production economic activity of the legal entities and individuals occupied with creation, production and distribution of publishing production. According to the law [1] to subjects of publishing publishers, manufacturers and distributors of publishing production belong. Subjects of publishing in Ukraine can be: citizens of Ukraine, foreigners and stateless persons

who are in Ukraine on the lawful bases, legal entities of Ukraine and other states. Object of economic activity of the PPI enterprises is publishing production.

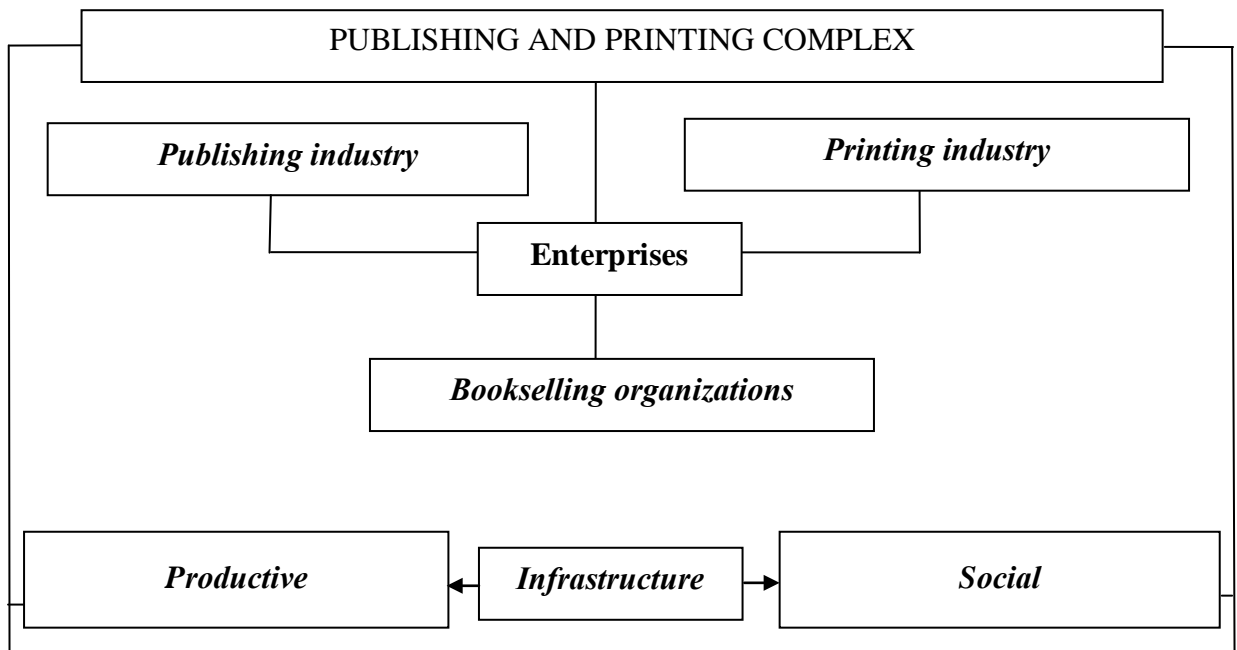


Figure 1. Scheme of structure of a publishing and printing complex

Source: constructed by the authors

The manufacturer of publishing production is a natural or legal entity who carries out production of the ordered circulation of the edition [1]. Its activity defines the public and economic relations which combine activity of the legal entities and individuals occupied with a technological reconstruction with the ordered circulation of the publishing original with printing and other technical means.

The analysis of structure of a publishing and printing complex showed that the main participants of the market of printed materials are publishing houses and the publishing organizations, the printing enterprises, the book-trade organizations, consumers of production, the enterprise of production and social infrastructure. Nature of relationship between participants of publishing and printing branch caused division it on three interdependent branches: publishing, printing and book trade. The publishing branch combines organizational and creative and production

economic activity of legal entities and individuals from creation, production and distribution of publishing production. The printing branch is presented by the enterprises equipped with technical means, appointed to recreate, make multiple copies and make post-printing processing of text or graphic originals by different means of the press and the post-press in the form of books, brochures, magazines, newspapers, cards and so forth. It is material base of publishing branch and infrastructure (serving) for other industries – food, farma, etc.

Distribution of publishing production includes purchase sale of publishing production in wholesale and retail network, supply and an exchange on the contractual principles and nonpay distribution according to various social state and non-state programs. The analysis of the publishers given of the State register, manufacturers and distributors of printed materials showed that the state on 01.01.2013 in Ukraine were registered 5338 publishing and printing enterprises of a different organizational form and a type of economic activity (table 1). In total of the industrial enterprises subjects of publishing and printing activity borrow respectively 3,50% and 1,41%.

**Table 1. Structure of the industrial enterprises to types of economic activity
(on 01.01.2013)**

Sign	Number of enterprises	Structure of enterprises, %
Total industrial enterprises	47747	-
Total subjects of publishing:	5338	100.00
according to types of economic activity:		
- publishing	1669	31.27
- printing	673	12.61
- bookselling	349	6.54
- publishing and printing	953	17.85
- publishing and bookselling	729	13.66
- printing and bookselling	33	0.62
- publishing, printing and bookselling	932	17.46

Source: constructed by the authors from [7]

In structure of the registered enterprises of a publishing and printing complex what carry out publishing prevail, - 31,27%, and also combine some types: publishing and printing - 17,85%, publishing and bookselling - 13,66%. The enterprises which render exclusively printing services in the general structure occupy 12,61%.

According to an organizational form the part of legal entities - 79,15% is maximum. According to types of economic activity legal entities who providing publishing and printing-and-publishing activity, - 19,76% and 18,46% respectively prevail.

In table 2 the structure of the publishing and printing enterprises according to a geographical arrangement are given.

Table 2. Structure of publishing and printing enterprises according to geographical arrangement

Administrative unit	Number of enterprises	Structure of enterprises, %	Population, hund. memb	Population structure, %	Number of enterprises per capita
Kyiv	2125	39.81	2785.1	6.06	0.76
Kharkiv region	681	12.76	2769.1	6.02	0.25
Donetsk region	316	5.92	4466.7	9.72	0.07
Dnipropetrovsk region	307	5.75	3355.5	7.30	0.09
Lviv region	247	4.63	2549.6	5.55	0.10
Odesa region	174	3.26	2391	5.20	0.07
Kyiv region	150	2.81	1721.8	3.75	0.09
AR Crimea	131	2.45	1965.3	4.28	0.07
Lugansk region	99	1,85	2311.6	5.03	0.04
Kirovograd region	28	0.52	1017.8	2.21	0.03
Other regions	1207	22.61	21647.2	47.10	0.05
Total:	5338	100,00	45962.9	100.00	0.12

Source: constructed by the authors from [7]

The greatest number of the enterprises get activity in the city of Kiev - 39,81%, Kharkiv - 12,76%, Donetsk - 5,92% and Dnipropetrovsk - 5,75% areas, that is those administrative units where population is one of the highest. In the

Western Ukraine the maximum number of the publishing and printing enterprises is located in the Lviv area - 247 ones, in the south - in Odesa region - 174 ones, minimum - in the Kirovograd region - the 28 enterprises.

Counting to the population, the greatest number of enterprises per capita is located in Kiev - 0,76 units and only 0,03 units in the Kirovograd region. On the average in Ukraine per capita get activity 0,12 subjects of publishing. As a whole on the industry get production - 1,04 enterprises per capita.

In the conditions of market economy action of two basic principles of system changed - the unity of aim and the centralized management. Experienced high-quality changes nature of interrelations between subsystems and actually process of production of printed materials. Supply and demand formation in the book market became exclusive business of publishers. The state network of book publishing and book trading which gave the chance to get the book both in the city, and in the village, was destroyed.

If the publishing and printing complex integrity was provided with accurate hierarchy with uniform control center, than for modern PPI integrity is provided with uniform mission and the purpose (release of printed materials) and technological communications is completely answers the modern theory of system methods in economy according to which in business as the system of economic activity doesn't need to have the developed system of central planning and difficult system of coordination from the state, they are changed by the market and system of the prices. Hierarchy remained at the level of separate structures of subsystems.

Change of the general principles of interaction of all participants of publishing process led to division of a publishing and printing complex into separate subsectors, each of which seeks to depend least of all one on another, independently resolves non-conventional problems for it: authors independently give out and extend the production; publishers - open shops; book sellers are engaged in realization of any goods, render printing services, and the printing enterprises combine publishing, trade and intermediary activity. In it a chain less

all the reader's environment changed, and the main change consists in decrease in its purchasing power.

The PPI is organized on the basis of innovative processes is one of the most hi-tech and effective as around the world, and in Ukraine. But low profitability, lack of the centralized financial support from the state, an adverse political legal regime which developed in branch in recent years, don't draw attention of investors.

Formation of system of financing of investments is one of important functions of financial management by investments at the enterprise. As level of economic development of branch tends to increase of demand for domestic printed materials, there are state allocations for scientific and technical development in branch, the protectionism of rather national book is pursued, and also there are successful attempts of revival of system of book trading according to regions, in the short term the system of a project financing will get more and more wide addition.

The main sources on the directions of investment of the enterprises of publishing and printing branch.

- own money of the enterprises, got by the profits or depreciation of fixed assets which is mainly directed on replenishment of current assets and updating of technical and technological base;

- foreign investments in the form of creation of joint ventures - promotes emergence of multinational groups and companies, publishing and printing complexes which provide release of wide product range by different languages, big circulations for the purpose of its distribution both in the territory of Ukraine, and beyond its limits;

- leasing form of financing of acquisition of the printing equipment which is actively used by printing houses that allows them to reduce significantly the expenses connected with renewal of fixed assets to the convenient scheme of payment of leasing payments, the accelerated depreciation of the equipment;

- budgetary appropriations which are directed on development and implementation of appropriate programs of support and development of the enterprises of publishing branch, carrying out research and developmental works in the sphere publishing and printing; on purchase according to the state order of printed materials for nation-wide and public requirements; formation and development of system of book trading;

- participation of public institutions in assistance of realization of book production by publishing houses through a network of a mail service on terms of subscription and the signed contracts.

The main source of financing of investments into PPI there were own money of the enterprises, got by the profits and depreciation of fixed assets. Use of own capital for development of production is the most reliable way of financing, on the one hand, and the slowest behind rates of development and sufficient for effective implementation of the investment project - from another. The profit as the main source of realization of the investment purposes of the enterprises of publishing and printing branch, significantly reduces their investment opportunities and slows down rates of development.

Prevalence of own sources of providing the investment purposes of the enterprises are predetermined by factors: reduction of the budgetary financing of national scientific and information, cultural and educational spheres; adverse investment policy of the state of rather publishing branch as a whole; - absence of long-term programs of preferential commercial crediting of the PPI enterprises; lack of own current assets and high level of taxes which compels the enterprises of branch to direct depreciation charges on renovation of operating fixed assets or not to destination; active application of the leasing relations which basis convenient schemes of payment of leasing payments are. In the absence of favorable long-term external financing, leasing of the equipment is carried out, generally at the expense of own capital, in certain cases at the expense of proceeds of credit the covering of an advance payment is carried out.

Economic development of branch is provided mainly by the enterprises of private form of ownership therefore it is worth using actively leasing schemes of payments for updating and modernization of technical and technological base of the small and medium-sized printing enterprises, for the enterprises of the state and municipal form of ownership - to optimize and balance streams of investment resources from budgets of all levels according to their status in a gross product of branch.

The period of an economic crisis was reflected and in development of publishing and printing branch. The tendency to increase in number of the unprofitable enterprises caused search of alternative sources of financing: state grants, soft bank loans, grants, etc. Under such circumstances technical modernization of branch is impossible. The fastest attraction of foreign sources of financing (the state grants, the soft bank loans, grants and others) has to become a necessary condition of development of the investment sphere. Such attraction is impossible without reduction in cost of the bank credits and simplification of procedures of an exit to stock market of Ukraine. Investment of the PPI enterprises is carried out due to budgetary appropriations which are limited recently to the income of the budgetary system. Thus depending on political and economic conditions forms and the sizes of the budgetary investments have essential divergences. In the course of functioning and development of the publishing and printing enterprises the market of publishing production is under direct influence of such directions of the budgetary financing: state programs of support and development of the enterprises of publishing branch; state programs of stimulation of investment; norms of depreciation charges; various preferences, including tax; direct subsidies - regulations of production of necessary production; issues of licenses; the state guarantees in the form of quotas and limits; to supervision on quality of production; programs of ecological safety; government procurements of production; partial financing of research establishments; the policy of the government directed on formation and strengthening of branch clusters.

Conclusions. Activity of publishing-and-printing enterprises remains in high dependence on a territorial location, purchasing power and quantity of population, and also access to resources, including by an investment. Taking into account social meaningfulness of industry in development of society it is necessity the development and introduction of the government programs of support of book-printing, according to regional specifics.

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