



## Publishing business VS the Internet: How has the World Wide Web affected the economics and marketing of printing companies?

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**Abstract.** The relevance of the topic is due to the influence of the Internet on all spheres of life and business, which requires printing enterprises to adapt their economic and marketing processes to modern realities. The aim of the work was to study the impact of the Internet on the economy and marketing of printing industry enterprises in the context of general digitalisation and popularisation of electronic publications. The theoretical basis of the study were scientific works of Ukrainian and foreign scientists-theorists in the study of adaptation processes of printing enterprises to the new information environment, and the main scientific methods – the method of system analysis, strategic planning (SWOT-analysis), updating and periodisation. The results of scientific work were the assessment of the degree of influence of the World Wide Web on the activities of printing enterprises in the context of assessing their economic and marketing indicators, as well as finding potential ways of development of the printing industry of Ukraine through the integration of publishing and printing enterprises in the Internet environment, as well as attracting attention and updating the study of the current issue. The significance of the results obtained is presented in highlighting the prospects of development of the publishing and printing industry of Ukraine due to the process of integration and the need for interaction of printing enterprises with electronic tools of communication within the framework of the World Wide Web. The study demonstrated that despite the crisis phenomena caused by the Internet, the printing industry of Ukraine retains significant potential for further development due to the integration of digital technologies. The introduction of innovative production systems, such as Industry 4.0, and the active use of Internet marketing to expand advertising opportunities and increase the competitiveness of enterprises are suggested as ways of modernisation. The results of the study can serve as a basis for the development of new business models adapted to the conditions of the digital market

**Keywords:** Internet marketing; printing industry; economic efficiency; digital transformation; innovative printing technologies

### INTRODUCTION

The relevance of the study of the impact of the World Wide Web on the economics and marketing of printing enterprises is due to the global changes that have occurred as a result of digitalisation and the introduction of Internet technologies. With the rapid growth of the online space, business

models based on traditional methods are no longer able to compete without the introduction of modern Internet innovations. Printing companies are faced with the need to adapt their marketing strategies to remain competitive and meet the needs of the digital market. The decreasing

### Suggested Citation:

Kucherenko, S., & Kostyk, Ye. (2025). Publishing business VS the Internet: How has the World Wide Web affected the economics and marketing of printing companies?. *University Economic Bulletin*, 20(1), 40-48. doi: 10.69587/ueb/1.2025.40.

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demand for printed publications and the growth of electronic communication between producers and consumers requires a rethinking of the ways of promotion and interaction with customers. Thus, the study of the mechanisms of the Internet's impact on the printing industry is crucial for determining further strategies for the industry's development in the context of digital transformation.

Studying the issue of the impact of digital technologies on printing enterprises, researcher O. Shapovalov (2024), noted the decline in demand for printed publications. The crisis of the publishing and printing industry caused by the spread of the Internet is also noted by Kh.B. Kulchytska & M.R. Semeniv (2023), emphasising that there is a tendency of decline in the volume of printed matter and also noting the decrease in the number of printing companies. The global situation caused by the worldwide coronavirus pandemic has also led to a shift in consumer engagement in favour of the Internet and online businesses. Researchers G. Gamprellis *et al.* (2021) observed that there is a downward trend in the number of printed books and newspaper publications. However, at the same time, there is a significant growth in the areas of printing of advertising materials, packaging, and labels as the number of products on the market is increasing all the time. Ya.V. Bruyaka (2024) focused her study on the problems associated with the lack of development of digital competencies of workers in the printing industry. The researcher came to the conclusion that it is informal education (courses, trainings, seminars, webinars, masterclasses) of printing specialists that plays an important role in modern conditions, as it is the most accessible to the public and can provide an increase in their level of knowledge in short terms. A. Kvasko & O. Sukhorukova (2023) described the trends of the modern printing sphere. The researchers were able to establish that in 2022-2023, there is a decrease in the volume of printed publishing products, namely newspapers and magazines, the number of electronic copies increases, which contributes to the reduction of the operating cycle, as well as reducing the costs of the enterprise.

Many researchers insist on the need to change the marketing strategies of enterprises in the publishing and printing industry. Thus, in her research paper, E. Kasumova (2020) insisted that the marketing strategy of printing enterprises in Ukraine should introduce mechanisms of systematic electronic marketing, using such tools as contextual advertising on the Internet, SEO-promotion (Search Engine Optimisation – a mechanism of website promotion, with its optimisation for search engines) and SMM-promotion (Social Media Marketing – marketing promotion in social networks). The mechanisms used by Ukrainian printing enterprises are somewhat outdated, which leads to even greater lagging behind publishing and printing companies from the rapidly developing Internet and electronic publications. The printing business needs to adapt to new realities by mastering new technologies and finding ways to integrate print and electronic communications.

The purpose of the research work was to study the mechanisms of influence of the World Wide Web on the

economy and marketing of printing enterprises. The novelty of the research work is the coverage of the topic of the process of integration and interaction of publishing and printing enterprises with the processes of digitalisation and development of the Internet, which will give grounds for the formation of new ways of development of the printing industry of Ukraine.

## MATERIALS AND METHODS

The methodological basis of the research covered the methods of statistical analysis, which were used to assess the state of the printing industry on the basis of quantitative indicators. In particular, data from the State Statistics Service of Ukraine (n.d.), the Ministry of Finance of Ukraine (n.d.) and the Ministry of Economy of Ukraine (n.d.) were used to analyse the dynamics of the number of enterprises and volumes of products produced. Advertising market indicators provided by leading advertising agencies and research organisations, such as All-Ukrainian Advertising Coalition (n.d.) and information websites Reklamaster (n.d.) and Market-er.ua (n.d.), were also considered. Statistical data included quantitative indicators of the development of the printing industry of Ukraine for the period from 2015 to 2023, the dynamics of changes in the number of enterprises and the volume of sold products. These data were used to analyse the state of the industry and form conclusions regarding key trends and challenges. The research period was limited to the year 2023, as statistical data on the number of printing industry enterprises and the results of their economic performance had not been published at the time of writing.

In the course of the work, graphical and mathematical methods were used to create charts that displayed the changes in the number of enterprises, volumes of products produced and the dynamics of the advertising market. These charts were used to visualise key trends and to facilitate data comprehension. SWOT analysis was used to identify the strengths and weaknesses of the Ukrainian printing industry, as well as opportunities and threats related to the external environment, including the impact of the Internet and digital technologies. This analysis helped to formulate strategic recommendations for further development of printing enterprises in the context of digital transformation of the market.

In addition, the study applied general scientific methods of system analysis, comparison, and grouping. The method of system analysis was used to study the relationship between changes in the printing industry and the development of Internet technologies. The method of comparison helped to compare the development indicators of the printing industry in different time periods, as well as between different market segments. The grouping method made it possible to classify printing industry enterprises according to the degree of their adaptation to new market conditions.

## RESULTS AND DISCUSSION

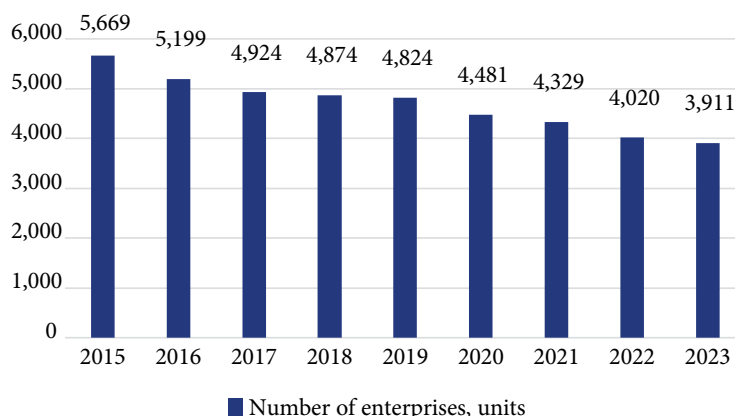
The printing industry is a socially important branch of the country and directly depends on the socio-economic

stability of the society and is extremely vulnerable in the conditions of economic instability. The development of information technologies creates new challenges for production enterprises in all countries of the world. The influence of the World Wide Web on the printing industry is quite strong. Today's rapid development of digital technologies and constant improvement of visual information dissemination processes raise the issue of relevance and efficiency of printed products.

The modern market of printing services is quite ambiguous. According to the conducted research, the main volume of printed products of printing enterprises previously accounted for fiction, newspapers, and magazines. It is not worth ignoring the fact that more and more people prefer electronic media, whether it is news publications or fiction, which has led to a significant decrease in demand for printed publications and, consequently, to a decline in the production of this type of products. At the same time, there has been a marked shift in the industry towards the production of promotional materials. The printing industry worldwide has witnessed a rapid growth in the printing of promotional materials and labels. The rapidly growing market for packaging and printed promotional products is attracting more and more printers from across the country who are actively pursuing it (He, 2019). To compensate for the declining

profitability caused by the decreasing distribution of traditional printing products, some printing companies are finally switching to the production of packaging and promotional products, leaving traditional printing in the past.

Thus, in recent years, in the period from 2015 to 2023, the total number of enterprises engaged in printing activities in Ukraine has decreased by almost 23%, to 3.72 thousand business units, many of the closed enterprises underwent a financial crisis and had to close production due to the unstable economic condition. More than 20% of enterprises in the sector had low financial performance indicators (Kachmar, 2023). In the period from 2020 to 2023, the situation in the industry had not improved, moreover, additional difficulties of doing business were added, such as the worldwide pandemic of coronavirus infection, active hostilities on the territory of Ukraine, which further contributed to the growing demand for Internet resources. Physical losses of production capacities of Ukrainian publishing houses due to the war, especially in Kharkiv, which was one of the largest printing centres of the country, significantly undermined the work of the industry, although some enterprises were able to partially restore their activities. Figure 1 shows the dynamics of change in the number of enterprises in the Ukrainian printing industry for 2015-2023 (Shapovalov, 2024).



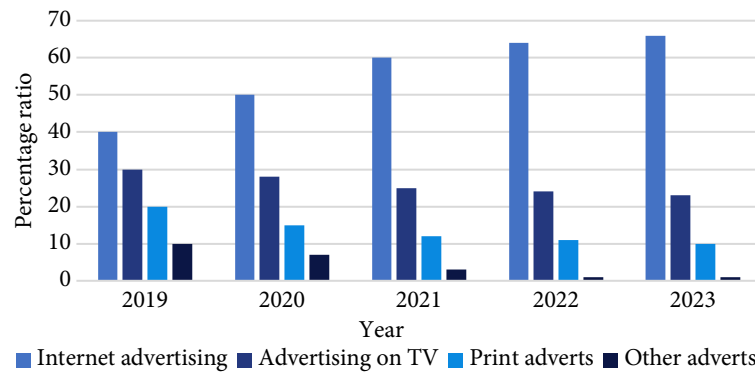
**Figure 1.** Dynamics of the number of enterprises in the printing industry of Ukraine in the period 2015-2023

**Source:** composed by the authors based on O. Shapovalov (2024)

In addition to the reduction in the total number of enterprises in the publishing and printing industry, these years saw a strong decline in their profitability. In the period up to 2018, less than 80% of the enterprises in the industry made a profit from their operations. After 2018, the situation continued to deteriorate. According to the State Statistics Service of Ukraine (2024), by 2023, only 60% of enterprises in the industry were able to make a profit from their operations, which is 20% lower than before 2018 (Kachmar, 2023). The main reasons for the decline in profitability were reduced demand for printed products caused by the popularisation of digital and electronic media, rising raw material and logistics costs in the context of inflation, and physical losses of production capacity due to

hostilities. The Internet has become only one of the main factors having a negative impact on the functioning and development of the printing industry in Ukraine.

Given the shift in printing production towards advertising products, as discussed above, it is important to analyse the industry's place in the intensively expanding advertising market. As of 2020, the first place among the channels most frequently used by advertisers was occupied by online advertising, with a market share of more than 50%. Print advertising and press, on the other hand, was only third in this ranking, with only 13% of the market share. The size of the advertising and communication market in terms of percentage for 2019-2023 is shown in Figure 2 (Semenyuk & Bagmut, 2024).



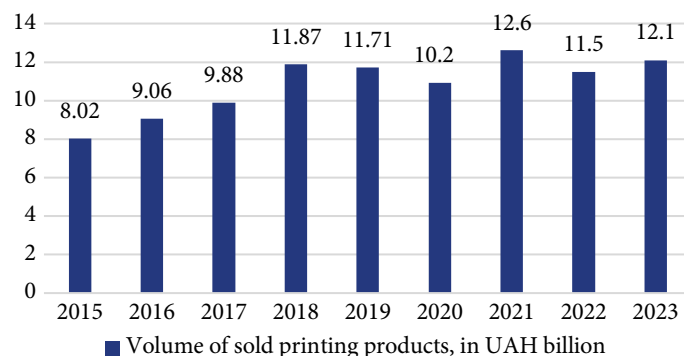
**Figure 2.** Advertising market size in terms of percentage for 2019-2023

**Source:** composed by the authors based on A. Semenyuk & I. Bagmut (2024)

In 2020, online advertising surpassed all other communication channels in terms of volume, which dealt an even greater blow to the print industry, causing a decline in output and, consequently, profits. At the end of 2021, online advertising remained dominant with over 60% of the market, while print advertising continued to decline and by the beginning of 2023 only accounted for about 10% of the total advertising market (Semenyuk & Bagmut, 2024). Speaking about the main stratum of production by printing enterprises, it is worth mentioning packaging products. The most popular and promising niches are the production of bags, labels, and other packaging elements. The increased demand for such products is caused by the fact that, having placed advertising on the Internet, companies cover large volumes of audience, including a fairly accurate hit of advertising

in the target audience, at acceptable costs, however, to sell their products companies need packaging materials, which must have a physical expression and cannot remain in virtual space. Moreover, there is an increasing trend in demand for the production of security printed elements that prevent goods from being tampered with or tampered with.

Apart from the growth in demand for packaging products, which is related to the development of online advertising and the need for physical packaging for goods, it is important to note other factors affecting the volume of printed products sold. One of such factors is the state support of the printing industry, aimed at stimulating business during the crisis. This was reflected in the dynamics of the volumes of sold printing products, which for the period 2015-2023 is presented in Figure 3.



**Figure 3.** Advertising market size in terms of percentage for 2019-2023

**Source:** composed by the authors based on O.P. Butenko *et al.* (2024)

Based on the presented data, we can see that the volume of sold printing products increased by 50% from 2015 to 2021, reaching a maximum value of UAH 12.6 billion. This growth indicates a gradual recovery of the industry despite the crisis phenomena. However, from 2021 onwards, there is a decline in sales volume, reaching UAH 11.5 billion in 2022 and recovering slightly to UAH 12.1 billion in 2023. This contradiction between increasing sales volume and decreasing profitability is attributed to changes in product mix and rising production costs. Printing companies are

facing rising prices for raw materials and logistics costs, which has led to lower margins. Additionally, despite the growth in sales volumes, profit margins are declining due to high demand for cheaper products such as packaging and labels, which, although produced in high volumes, are less profitable than traditional printing products. Thus, the growth of sales volumes does not always correlate with the growth of profitability of companies. In order to return the previous production volumes, or at least to increase the current indicators, thus ensuring profitability and

efficiency of enterprises, it is necessary to create a supply. To solve this problem, it is advisable to use the possibilities of Internet-mechanisms.

The influence of the Internet has not only affected the economic components of the process of implementation of printing enterprises, but also caused the need to transform marketing strategies. Thus, the development of a new marketing strategy can be considered as an additional element of finding ways to improve the efficiency of publishing and printing enterprises in the current

conditions of digital transformation of the market. One of the methods used for this purpose is SWOT-analysis. It is based on the identification of internal strengths and weaknesses of the company, as well as threats from the external environment in a new market or a market with significant changes, and the subsequent comparison of strengths and weaknesses with opportunities and threats. Within the framework of this research study, a SWOT-analysis was carried out, showing the ways of development of the printing industry of Ukraine (Table 1).

**Table 1.** SWOT-analysis of prospects of development of printing enterprises

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>◆ possibility of introducing innovative activities</li> <li>◆ printing of advertising products</li> <li>◆ low level of competition</li> <li>◆ convenient logistics</li> <li>◆ production of non-standard products</li> </ul>	<ul style="list-style-type: none"> <li>◆ loss of target audience caused by the development and spread of the Internet</li> <li>◆ long lead times</li> <li>◆ low economic efficiency</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>◆ publishing of premium products for collecting</li> <li>◆ government support (tenders, competitions, grants)</li> <li>◆ development and expansion of the range of printed advertising products</li> <li>◆ implementation of SEO-promotion and SMM-promotion</li> <li>◆ cooperation with Influencers (opinion leaders)</li> </ul>	<ul style="list-style-type: none"> <li>◆ rising costs of raw materials and their delivery</li> <li>◆ development of the Internet, leading to the complete discontinuation of printed news publications</li> <li>◆ changes in the market of main consumers</li> <li>◆ decreasing solvency of the population</li> <li>◆ declining demand for traditional printing</li> <li>◆ pandemics, crises and unforeseen world changes</li> </ul>

**Source:** composed by the authors based on A. Semenyuk & I. Bagmut (2024)

The weaknesses and threats to the industry include the unstable situation with the economic and political state of the country (Hamilton, 2020). One of the main threats to the functioning and development of the industry is the popularisation of the Internet. The World Wide Web covers all sectors of economic activity and brings about a cardinal restructuring of the entire business environment. Despite this, the printing industry enterprises have a chance to turn this threat into an advantage by trying to find ways to interact with it. Within the framework of this interaction, the printing industry enterprises can get additional consumer demand. This will be possible due to the correctly built marketing strategy of production and implementation of SEO and SMM-technologies. Interaction can start small, including the recruitment process, advertising of enterprises to expand the consumer market and find new target audiences, online shops, which can also become consumers of printing products. The main consumers of printing products are industrial, food, pharmaceutical, cosmetic and alcoholic products.

The strengths of Ukrainian printing companies include the possibility of introducing innovative technologies such as flexographic and digital printing. Additive manufacturing, which is a rather promising technology with great development potential, can also be considered as a potential area of development. Studies by R. Godina *et al.* (2020) proved that 3D printing can contribute to the sustainability of manufacturing systems due to its potential to optimise material consumption, create new shapes, customise

designs and reduce production time, which together will significantly change some already existing business models in the near future. Advances in technology in production will enable printing companies to realise significant economic benefits, shorten production times and improve their competitive position. Also, an important indicator of the industry’s prospects is the ability to produce non-standard products of different shapes and sizes in any volume, production of premium and collectible products (limited edition gift books and so on).

Taking into account modern trends, the sphere of polygraphy should be modified and adjusted to the market. Polygraphic enterprises should focus on technological development and introduction of innovations in production, as well as find ways to interact with the World Wide Web and electronic promotion mechanisms. It is necessary to optimise the company’s activities: the development of advertising and marketing strategies, including the establishment of promotion channels, will help to expand the customer base and increase the number of products.

Acquaintance with the scientific works of other researchers, within the framework of the studied issue, gave grounds to believe that in the conditions of economic and political instability, introduction of modern tools, digital transformation, and digitalisation in the industry, as well as the development of the Internet, the market of printing services undergoes changes and loses the former volumes of production, as a result, loses profit. Taking into account the process of digitalisation and the development of online

business mechanisms, it is worth noting that innovation is one of the main elements of the competitive struggle. Constant analysis of the impact of Internet technologies on the publishing business and the search for options to improve the country's printing industry involves constant monitoring of the state of the industry, as well as systematic study of international experience, among other things (Ruidong & Jun, 2021).

Speaking about the prospects for the development of industry, including the printing industry, scientists emphasise the need to implement Industry 4.0 technology. The concept of Industry 4.0, which defines the level of evolution of production, requires a responsible approach on the part of all participants in production, including the top management of enterprises and qualified personnel. The foundation of the concept is based on the identified drivers and barriers to this technological transformation. The concept of Industry 4.0 is considered along five business dimensions: strategic, organisational, technological, legal and ethical (Ghadge *et al.*, 2020). In particular, R. Godina *et al.* (2020) believe that this technology will take the industrial market to the next level. Within the printing industry, this model will help to reduce cost levels and enable the production of technically more complex product variants, through the rapid and relatively inexpensive development of photographic plates, clichés and dies for die-cutting products. The proposal to find new options for the development of printing companies is justified, because the production capacity of the printing house is almost always used more than 100%, which means that it is necessary to look for additional tools to simplify the production process.

Chinese researchers P.-H. Wang *et al.* (2019), in addition to implementing Industry 4.0 technology, propose to apply neural networks in the process of predicting the performance of enterprises, thereby setting a vector for the use of the Internet and digital technologies at all stages of enterprise functioning. In their opinion, this will increase the accuracy of forecasts and optimise production and marketing processes, which is especially important in a dynamically developing market. As a result, enterprises will be able to respond more quickly to changes in demand and better manage their resources, which will contribute to improving their competitiveness.

In turn, researcher M. Salwin (2021) talks about the need to implement Product-Service System (PSS) technology. This system is an integrated business model in which companies offer customers not just a physical product, but a range of services that may include technical support, maintenance, staff training and other services that add value to the product for the consumer. M. Salwin believes that the introduction of this technology for the printing industry has an extremely positive effect, extending the lifecycle of equipment, as printers will receive comprehensive maintenance and optimisation services. This will help businesses to minimise maintenance costs, as well as customise equipment to meet specific needs, helping to improve competitiveness and business resilience in a changing market.

Many scholars state that it was the development of the Internet that caused the decline in demand for printed products and the crisis in the popularity of printing enterprises. A. Drogovoz (2018), in his research, notes a steady tendency to reduce consumer interest in traditional printed publications, which negatively affects the economy of printing companies. Such dynamics are confirmed by G. Gamprellis *et al.* (2021) and L.H.A. Amri *et al.* (2022), who record a decrease in the output of printing products. The decrease in demand is associated with the active transition of consumers to digital media formats, which makes traditional print publications less in demand.

However, the printing industry has the ability to adapt and interact effectively with the Internet, despite the barriers and difficulties encountered. For any business, including the printing industry, along with the quality of its products, promoting these products online and building a reputation is often the key to success, claimed by J.M. Tomasena (2019). Such promotion has several significant advantages, these include:

- ◆ significant user audience;
- ◆ the average cost of business development in the online environment, including the creation of a company image and promotional tools, is lower than with traditional advertising methods;
- ◆ the process of digitalisation helps in cost savings;
- ◆ increased brand value and consumer awareness;
- ◆ the Internet acts as a universal and convenient channel of interaction with customers and partners.

Researcher E. Kasumova (2020) insists on the need to build the process of implementation of publishing and printing enterprises in interaction with the Internet, as well as with the use of Internet technologies, including the development of Internet marketing. E. Kasumova emphasises that the interaction of printing enterprises with the Internet should be exclusively within the framework of reinforcing, reminding and advertising functions. The researcher believes that the development of an Internet-oriented marketing plan should include strategies for promoting products in the global network, advertising, and the process of managing the communication mechanism (communication with consumers). These recommendations are absolutely relevant as the implementation of internet marketing plays an important role in the business model of enterprises, including those in the printing industry. Internet marketing, providing a complete statistical picture of the effectiveness of selected marketing campaigns, allows companies, in real time, to respond to changes in the structure of supply and demand, to offer new solutions and attract new customers. This form of interaction of publishing and printing industry enterprises with the Internet is effective.

Another niche, practically not used in Ukraine, but potentially able to have a positive impact on the state of printing enterprises, is the popularisation of products and companies themselves through blogger sites on the Internet. This is also the opinion of P. McIntyre *et al.* (2023). The researchers believe that cooperation and cooperation

with opinion leaders, so-called Influencers, is a powerful additional advertising channel to promote printing products and increase demand for them. Adopting the positive international experience, Ukrainian publishing companies can increase the number of products by publishing thematic literature by popular and authoritative personalities. Such cooperation will help printing companies to increase the volume of printed publications and increase profits, and Influencers – to increase quotability in mass media and get an additional source of income.

The Internet has had a significant impact on the printing industry, causing a decline in demand for print publications and a decrease in output. At the same time, digitalisation provides new opportunities for businesses that are ready to adapt to changing market conditions by introducing modern technologies and revising marketing strategies, finding new points of interaction with both suppliers of materials and equipment and consumers of products through the global network. Thus, the industry's prospects will depend on the ability of enterprises to integrate innovative solutions and find a balance between traditional and digital formats.

### CONCLUSIONS

According to the results of the study, the impact of the World Wide Web on the activities of printing enterprises, in many respects, has been negative, causing significant crisis phenomena in the industry. But at the same time, the tools and opportunities offered by the Internet and digital technologies in general, have a significant potential for modernisation and development of printing production in Ukraine. The results obtained in the course of the research provide grounds for the following conclusions. The printing industry in Ukraine is experiencing a crisis. It was found that from 2015 to 2023 the number of enterprises in the printing industry of Ukraine decreased by 23% – to 3.72 thousand units. More than 20% of the enterprises of the industry have low financial performance indicators. The situation is caused by various economic, social and political problems, as well as the increasing influence of the World Wide Web on global trends, and particularly the printing industry. In particular, a significant proportion of people favour electronic media; the share of online advertising in the Ukrainian advertising market has grown from

50% in 2020 to a dominant position in 2023, displacing print advertising, which occupies only 13% of the market. The output of printed polygraphic products has decreased in volume, and the main emphasis in the assortment policy has shifted from fiction and news literature, to the production of advertising and packaging products.

SWOT-analysis revealed the main threats to the industry: unstable economic and political situation, full-scale war on the territory of Ukraine, popularisation of the Internet. At the same time, the opportunities for the development of the printing industry were identified, which are expressed in the introduction of innovative printing technologies, the development of packaging and labels production, and the use of Internet marketing. Among the options of interaction with the latest technologies and the Internet, the most productive is considered to be the introduction of innovative systems into the process of printing production, including Industry 4.0 production systems, 'Product-Service' management systems and neural prediction mechanisms. The study also highlighted the feasibility of developing additive manufacturing and cooperation with influencers to expand their own advertising capabilities and promote their products.

Thus, the study demonstrated the need for the Ukrainian printing industry to adapt to new market conditions through the introduction of innovations and active use of Internet technologies for marketing and business development. In future research it is advisable to analyse effective ways of involving artificial intelligence in the development of printing enterprises in Ukraine. This would help identify practical tools for modernising production processes and improving service delivery. Ultimately, such advancements are essential for enhancing the industry's competitiveness and securing its long-term sustainability in both domestic and international markets.

### ACKNOWLEDGEMENTS

None.

### FUNDING

The study was not funded.

### CONFLICT OF INTEREST

None.

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## Видавничий бізнес VS Інтернет: як всесвітня мережа вплинула на економіку та маркетинг поліграфічних підприємств?

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**Анотація.** Актуальність теми зумовлена впливом Інтернету на всі сфери життя та бізнесу, що вимагає від поліграфічних підприємств адаптації їхніх економічних і маркетингових процесів до сучасних реалій. Метою роботи було вивчення питання впливу Інтернету на економіку та маркетинг підприємств поліграфічної галузі в розрізі загальної цифровізації та популяризації електронних видань. Теоретичною базою дослідження виступили наукові праці українських і зарубіжних учених-теоретиків у питанні вивчення процесів адаптації підприємств поліграфії до нового інформаційного середовища, а основними науковими методами – метод системного аналізу, стратегічного планування (SWOT-аналіз), актуалізації та періодизації. Результатами наукової роботи є оцінка ступеня впливу всесвітньої мережі Інтернет на діяльність поліграфічних підприємств у розрізі оцінювання їхніх економічних і маркетингових показників, а також, знаходження потенційних шляхів розвитку поліграфічної галузі України завдяки інтеграції видавничо-поліграфічних підприємств до інтернет-середовища, а також привертання уваги та актуалізація вивчення поточного питання. Значимість отриманих результатів полягає у висвітленні перспектив розвитку видавничо-поліграфічної індустрії України завдяки процесу інтеграції та необхідності взаємодії поліграфічних підприємств з електронними інструментами комунікації в рамках всесвітньої мережі Інтернет. Дослідження продемонструвало, що, незважаючи на спричинені Інтернетом кризові явища, поліграфічна галузь України зберігає значний потенціал для подальшого розвитку завдяки інтеграції цифрових технологій. Як шляхи модернізації запропоновано впровадження інноваційних виробничих систем, таких як Industry 4.0, та активне використання інтернет-маркетингу для розширення рекламних можливостей і підвищення конкурентоспроможності підприємств. Результати дослідження можуть слугувати основою для розроблення нових бізнес-моделей, адаптованих до умов цифрового ринку

**Ключові слова:** інтернет-маркетинг; поліграфічна індустрія; економічна ефективність; цифрова трансформація; інноваційні технології друку; інноваційні технології друку