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INNOVATIVE ACTIVITY IN PUBLISHING

Abstract. *The specifics of innovative activity in publishing in Ukraine are considered. The life cycle of innovative publishing activity is studied. Attention is focused on the importance of further implementation of innovative activities in publishing.*

Keywords: *publishing activity; innovations; competition; book publishing.*

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ІННОВАЦІЙНА ДІЯЛЬНІСТЬ У ВИДАВНИЧІЙ СПРАВІ

Анотація. *Розглянуто специфіку інноваційної діяльності у видавничій справі в Україні. Досліджено життєвий цикл інноваційної видавничої діяльності. Акцентовано увагу на важливості подальшої реалізації інноваційної діяльності у видавництві.*

Ключові слова: *видавнича діяльність; інновації; конкуренція; книговидавництво.*

Statement of the problem in a general form. Currently, there are a large number of cultural projects that are actively implemented in the socio-economic and public spheres. In Ukraine, there are a large number of publishing houses that do not always survive on the market in the turbulent environment. There is a need to study the experience of similar foreign institutions and the experience of European countries and build effective activities of domestic publishing houses on this basis.

The process of socio-economic transformations taking place in today's conditions has led to total changes in the activities of publishing entities. At the stage of the formation of a new type of economy and large-scale innovative reconstruction of the country, the processes of transformation and reform of the complex of the production sector of the economy acquire primary importance, which should stimulate the prospective development of the activities of business sector entities.

In the conditions of active competition on domestic and foreign markets, the renewal of the fixed assets of the entities of the business sector should take place only on a modern innovative basis and new acquisitions of equipment. An urgent task facing the state and the production sector is the study and justification of new mechanisms and forms of innovative activity, which is characterized by the reorientation of financial flows to high-tech sectors of the economy, to the development and implementation of innovative projects in industry, science and education.

Analysis of recent research and publications. There is a large number of scientific works devoted to innovative activities. These are such researchers as: H. Alexander, S. Arefiev, M. Barna, J. Bailey, B. Burkinsky, L. Walras, Z. Varnalii, L. Hanushchak-Efimenko, V. Geets, Y. Goncharov, M. Yermoshenko, S. Yerokhin, V. Zyanko, G. Cassel, J. Keynes, I. Kuksa, G. Kucherova, J. Lauderdale, K. Marks, G. Markowitz, A. Marshall, K. Menger, F. Modigliani, I. Parizkyi, A. Pigou, P. Proudhon, J. Say, S. Sismondi, I. Fischer, M. Friedman, E. Hansen, J. Hicks, V. Chernyak, V. Shevchuk, A. Spithoff, I. Stuler, J. Schumpeter and other scientists made a significant contribution to the development of the theory of innovative entrepreneurship, thus forming an evolutionary picture of the development of entrepreneurship and innovation in the context of economic thought [1–4]. At the same time, the polyparadigmatic approach to the phenomenon analyzed by us indicates the need for constant rethinking of existing scientific achievements, taking into account the rapidly changing modern conditions of the socio-economic and political development of the economic system.

Research results. In the production business, in our opinion, it is possible to single out the following models of innovative activity that will be effective in a market economy:

The first model of entrepreneurial activity is traditional or classic, characterized by reproductive or routine activity of the entrepreneur, based on established business principles.

At the same time, the entrepreneur does not seek to apply innovations in the process of production or provision of services, and he considers the main goal of his operation to be high profits, with minimal resource costs, low creative initiative and creativity of his own team.

Such activity usually brings its results in the short term in a fairly stable external environment. It is within the framework of the traditional model of entrepreneurship that the concept of state support of the entrepreneurial sector is formed, due to the active protectionism of business by the state, subsidization and provision of benefits on its part. In case of production necessity and in order to maintain competitive positions, the company's internal reserves can be used for the needs of modernization, diversification or renewal of the product range [5–8].

The second model of entrepreneurial activity is innovative (productive) entrepreneurship, in which a talented, proactive and creative entrepreneur, aware of the risks coming from the external environment, is engaged in the search for fundamentally new directions for the development of economic activity, which allows implementing the concept of adaptive management of the growth of the firm in the medium and long-term perspective. Under such a model, entrepreneurial activity is implemented with the help of a non-static innovation process, which is inherent in the innovation economy as a whole. In the case of conducting an innovative business, the final result of the activity is a fundamentally new product or service that is socially in demand on the domestic or world markets due to innovative properties and characteristics. At the same time, an innovative enterprise can present to the market traditional or distributed small-batch products, innovation in this case can be implemented in other areas, for example: in non-standard for the consumer marketing policy of the organization of sales or distribution of the product; updated production technologies by introducing partial innovation; a creative approach to personnel management, employment and payment and organization of working hours, etc.

Based on the above, we note that in the innovative economy, not every entrepreneurial activity can be classified as innovative, at the same time, any innovative activity is entrepreneurial (based on the use or commercialization of innovations). Innovative entrepreneurship is considered a risky activity of an entrepreneur, based on the use and diffusion of innovations, with high consumer demand, allows to obtain and further maximize business profit, benefit the national economy, and increase the competitiveness of the enterprise.

Strategically important tasks of the national economy of modern Ukraine are the development of the production industry, the development, implementation, assimilation of innovative and informational techniques and technologies aimed at the production of competitive products in the specified sector of the economy. The mentioned will allow to satisfy the economic interests of production and broad sections of the population due to the implementation and multiplication of the scientific and technical potential of the country. Under modern business conditions, it becomes obvious that dependence on raw materials does not allow to increase the national security of Ukraine. All-encompassing technical and technological backwardness of business entities, narrowed production cycle, lack of partnership between science and business, raw material dependence on imports create significant threats to the socio-economic security of the state and make its innovative path of development impossible [9].

Trends in the development of the national economy testify to the increased influence of innovative activity on the intensity of economic development. In the world market, the products of intellectual labor have a higher value compared to other spheres of economic activity. Market requirements dictate the need to create conditions for broad stimulation of innovations, strengthening of innovative activity. The world experience of innovative development shows

that innovations are the optimal way of scientific and technical rearmament, enrichment of the population and gradual diversification of production. Therefore, an "explosion" of innovative activity in the publishing field, which is able to implement effectively functioning entrepreneurship, becomes necessary. It is entrepreneurship in publishing that can provide an innovative economy of the future, based on a sharp increase in labor productivity, increased employment of the population and strengthening of social standards.

Innovative activity in the publishing business is a complex system of implementation of various tools, methods, forms of management, economic levers and incentives used by the state, a collective or a private person, with the aim of forming mechanisms, strategies or tactics to create a new adaptation policy in the field of management, production, services, improvement of technological processes, forms of personnel management, forecasting, financing [9].

Such activity is aimed at accelerating intensive economic development, stimulating scientific and technical progress and increasing its social and economic efficiency.

It is also important to note another approach in science, in particular, the identification of the concepts of "innovative activity" and "innovative process" in publishing, which is a fairly common phenomenon in modern science.

For example, the identification of these phenomena, claiming that they are the same in essence and consist of the same stages: research and development; implementation; serial or mass production; consumption [7].

The distinction between the concepts of "innovative activity" and "innovative process" in publishing does not always have a conceptual meaning. The innovation process includes a number of consecutive actions, namely:

- certain stages (initiation of an innovative idea;
- marketing policy;
- production of innovations;
- distribution on the market;
- evaluation of efficiency and diffusion of innovations), the combination of which

forms a complete structural composition of this phenomenon.

Based on the general etymology, the process should be understood as the evolutionary development of the national economy, consisting of a chain of separate events or any phenomena that develop, transform and change one stage of economic development to another. The innovation process, in its essence, is a form of implementation of innovative activity. That is, any activity at the mega-, macro-, micro-, meso-levels is carried out in the form of interconnected processes. It follows from the above that innovative activity should be understood as the activity of a market entity, that is, a process aimed at the development and further commercialization of the results of completed scientific and technical research into a new or updated product, service or technological process used in practical activity.

Retrospective examination of the formation of innovations and entrepreneurship, the study of approaches to the definition of innovations, innovative activity in the system of innovative economy, etc., allows us to provide a definition of innovative entrepreneurship, which is inherent in the economy of the innovative type. It should be noted that domestic and foreign scientists interpret the concept of "innovative entrepreneurship" differently.

Many definitions used in economics are controversial. However, at this time, economic theory continues the scientific search for the definition of innovative entrepreneurship, which will reflect all the specific features of conducting innovative activities by modern business entities in the conditions of the innovative economy.

In innovative entrepreneurship, which operates in the publishing business, special importance is given to taking into account the time factor, which requires compliance with the principle of timeliness. That is, the introduction of innovations, inventions or

various innovative projects in the system of the innovative economy can ensure the receipt of excess profits only when they appear in the time period allocated for them by evolution, and innovations have historical prerequisites for diffusion and economic conditions for their consumption by society [8].

The innovative economy must comply with the principle of continuity, which means that it goes through certain successive stages:

- the emergence of new changes;
- their maturation;
- formation;
- transition to new periods.

At the same time, new changes change the old ones, but with the storage and retransmission of some old elements in them in modern conditions but in a different tonality.

Therefore, it is necessary to take into account the scientific achievements of the authors of the past, who conducted research on the diffusion of innovations in the production, non-material, innovative, institutional and technical-technological spheres.

The principle of consistency means the presence of logic in any innovative process or activity and consists in the implementation of a set of development stages of the entire innovative economy and entrepreneurship, the final result of which is subordinated to one general goal - to achieve a high level of competitiveness of the national economy (or enterprise), due to innovative orientation.

Such stages must be performed in a strict sequence, correspond to the logic of the innovation process and the type of economic system. Under such conditions, the functioning of entrepreneurship in the innovative economy should consist of the following main stages: scientific research, experimental development, production, testing, outsourcing, engineering, commercialization, etc [9].

Innovative entrepreneurship in the publishing business must comply with the principle of irreversibility. In particular, new elements of the institutional matrix, infrastructural formations, political, socio-economic, technological-technical and other phenomena are constantly appearing in the innovative economy and entrepreneurship.

Therefore, the social and economic development of the innovative economy has an exclusively progressive trend, and its dynamic renewal causes the emergence of internal contradictions, which entail transactional and transformational costs, which should be systematically taken into account by entrepreneurship. It should also be taken into account that according to the principle of irreversibility, innovative development in the national economy does not occur if new innovative ideas are worse than previous ones.

In the process of strategic management in the publishing business, it is necessary to use a complex of methods of knowledge of socio-economic phenomena that are inherent in the innovative economy: statistical observation, mathematical modeling of economic situations, comparative analysis, interdisciplinary analogy, generalization and systematization, experimental and logistic, etc.

The leading place in the publishing business is occupied by the method of generalization and systematization, which allows, after finding out the root causes of individual trends, to generalize the phenomena inherent in the innovative type of economy, to single out problems, impulse situations and to determine the general regularities of the innovation process, which is a higher level of knowledge of modern reality .

The peculiarity of entrepreneurship in publishing is that trends and challenges do not arise in the plane of a static, traditional, regular course of socio-economic processes or inert events, but on the contrary, contrary to the static market equilibrium, which is constantly changing due to supply and demand fluctuations and institutional changes.

An important place in the publishing business is occupied by the method of mathematical modeling, which involves modeling socio-economic, political, demographic and technological phenomena inherent in such an economy, approbation of possible changes and new realities of economic development in order to make reasonable and effective management decisions [9].

Such a method of scientific knowledge as an experimental and logistical one is of particular importance for the effective management of innovative entrepreneurship in publishing. This method allows you to identify the necessary logistics flows for the implementation of innovative activities, determine promising and create appropriate ways of distribution of goods or services, and evaluate their practical and social usefulness. Logistics allows you to determine the public need for innovation among consumers, to focus the efforts of an entrepreneur on a specific segment in the creation, production, commercialization of an innovation capable of satisfying the needs of a particular segment of consumers.

Conclusions. Thus, innovative activity in the production sphere in the conditions of an innovative economy is a complex system of implementation of various tools, methods, forms of management, economic levers and incentives used by the state, a collective or a private person, with the aim of forming mechanisms, strategies or tactics for creating a new adaptation policy in the field of management, production, services, improvement of technological processes, forms of personnel management, forecasting, financing. Such activity is aimed at accelerating intensive economic development, stimulating scientific and technological progress and increasing its social and economic efficiency. In our opinion, innovative entrepreneurship in the production sector, which functions in the innovative economy, is a creative, creative and always risky type of entrepreneurial activity in the conditions of the instability of the external environment, which turns out to be a complex and logical process of extended economic reproduction, which is carried out by a legal entity or an individual and aimed for the implementation of innovative projects, innovative methods of labor organization, the production of fundamentally new goods, services, technologies, and the result of such activities is obtaining profit as a result of commercialization and achieving social utility.

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