

# CHAPTER «DEVELOPMENT OF THE NATIONAL ECONOMY, FINANCE AND MANAGEMENT IN MODERN CONDITION»

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## **PECULIARITIES OF MARKETING ACTIVITIES OF PUBLISHING AND PRINTING ENTERPRISES IN THE REGIONS OF EU COUNTRIES: INTEGRATION OPPORTUNITIES FOR UKRAINE**

### ***Summary***

*This study examines the marketing strategies employed by publishing and printing enterprises across the European Union and explores how these experiences can be adapted for the Ukrainian context. The analysis highlights several key drivers of marketing success in the EU, including cultural sensitivity, sustainable production, digital transformation, data-driven decision-making, and collaborative industry practices. By localizing content to resonate with various linguistic communities, adopting eco-friendly initiatives, and leveraging social media and analytics tools, EU-based companies have enhanced their global competitiveness. Policy support, such as grants and regulations that encourage cross-border literary exchange, further propels the sector's growth and innovation. For Ukraine, these insights offer valuable lessons in crafting a modernized marketing framework. Emulating the EU model can help Ukrainian enterprises strengthen ties with both domestic and international audiences, diversify product offerings, and establish credibility in global markets. The study underscores the importance of cultural preservation, strategic alliances, and policy alignment, all of which can bolster Ukraine's aspirations for deeper integration into the EU. Ultimately, by merging traditional strengths with evolving digital trends and sustainable practices, Ukraine's publishing and printing industry can thrive, forging a path to greater competitiveness and enhanced global visibility.*

### **Introduction**

The publishing and printing industry has always been a dynamic sector that both shapes and responds to cultural, technological, and economic shifts. Across the European Union (EU), this industry plays a pivotal role in disseminating information,

supporting education, and driving creative expression. In a globalizing marketplace, effective marketing strategies have become vital for enterprises to remain competitive and adaptable. The EU's diverse linguistic and cultural landscapes necessitate unique marketing approaches that respect regional identities while tapping into broad opportunities. This context offers a valuable case study for understanding how marketing can help publishing and printing enterprises thrive in highly competitive environments. Marketing in the publishing and printing realm transcends mere promotion of books, magazines, or printed materials. It encompasses identifying target audiences, tailoring content to regional or niche interests, cultivating brand trust, and leveraging distribution channels for maximum exposure. EU-based enterprises have honed sophisticated, localized strategies, integrating both traditional and digital marketing channels to foster consumer loyalty. The continuous evolution in e-commerce platforms, social media trends, and direct marketing campaigns underscores the necessity for innovative marketing tactics. By examining these practices, one gains insights into the collaborative and adaptive nature of European publishing and printing firms. Within the EU, policy frameworks and trade agreements also shape the marketing strategies of publishing and printing enterprises. Subsidies for cultural and educational materials, licensing agreements that cross national borders, and supportive industry regulations encourage fresh marketing approaches. These factors collectively lower barriers for expansion and bolster international collaboration. As more businesses embrace cross-border partnerships, marketing tactics adapt to multilingual environments, blending localized storytelling with global distribution. Exploring how EU companies navigate these complexities sheds light on the relevance of policy-driven support in fueling innovation and growth in publishing and printing.

For Ukraine, which seeks deeper economic and cultural integration with the EU, these marketing models present significant learning opportunities. By examining the specific strategies adopted by successful EU publishing and printing enterprises, Ukrainian firms can identify best practices that align with their own evolving market conditions. In doing so, they stand to harness the benefits of a unified EU market while respecting domestic cultural nuances. Analyzing the results of EU case studies can support Ukraine's ambitions to expand its publishing output, cultivate global audiences, and enhance brand recognition across borders.

This study aims to explore the key features of marketing activities employed by publishing and printing enterprises across EU regions, highlighting the lessons that can be applied to Ukraine. It will begin by examining core marketing strategies within the EU, focusing on how industry players adapt to diverse cultural, linguistic, and policy-related challenges. Next, the discussion will delve into how Ukraine can tailor and adopt these insights, considering its aspirations for deeper integration into the EU market. Ultimately, the conclusion will synthesize these findings, offering a forward-looking perspective on the future of Ukraine's publishing and printing industry marketing.

## **Chapter 1. Marketing activities in the publishing and printing industry of EU countries**

Marketing in the publishing and printing industry plays a key role in ensuring competitiveness, shaping demand for printed products and establishing strong relationships with the target audience. Unlike mass production of goods, where the main thing is standardization and cost reduction, in the publishing and printing sector the emphasis is shifting to the quality of content, the creative component, as well as the correct positioning of products in the market. Given the ongoing digital transformation, the traditional understanding of printed publications is changing: along with paper books, magazines and newspapers, the share of electronic formats is increasing. However, the fundamental task of marketing remains unchanged: to identify the needs of the audience, create a quality product and convey its value to the end consumer [1-2].

The essence of marketing activity lies in the integrated management of product, price, distribution and communication. In the publishing and printing industry, this means that it is necessary to take into account both the specifics of printing processes and the artistic and intellectual aspect of publications. Marketers should focus on the interests of readers, publishing trends, as well as the dynamics of production costs. In addition, in this area, the authority of the publishing house, the reputation of authors and general trust in the quality of materials become especially important. The marketing complex (Product, Price, Place, Promotion) acquires certain features when it comes to books, magazines or printed products – reviews, opinions of famous experts and literary-critical publications play a major role.

The importance of marketing is also due to the fact that publishing activities significantly depend on the fashion for certain genres, topics or authors. For example, when the popularity of fantasy novels is growing, publishing houses that are the first to notice this trend can get ahead of their competitors. Marketing analytics allows you to catch and predict such trends in time by analyzing reader preferences and buyer behavior. At the same time, the success of a new book depends not only on the subject matter itself, but also on how effectively promotional campaigns are developed, whether the book has unique elements (author's style, exclusive illustrations, etc.), and what communication channels will be used to familiarize potential readers with the publication.

The place of marketing activities in the industry is also determined by the economic side, because the profitability of the publishing and printing business depends on the ability to retain or expand the circle of buyers. The circulation of printed publications largely depends on high-quality marketing research: knowledge of how many copies it is advisable to issue, where to distribute them, and what the recommended retail price should be. Incorrect calculations can lead to overproduction and financial losses or, conversely, to a shortage of publications, which often also negatively affects the reputation of the publisher. Thus, marketing tools make it possible to balance supply and demand, as well as effectively manage investments in printing, logistics and promotion. With the advent of new digital formats – e-books, audiobooks, interactive applications – marketing in the publishing and printing industry has become even more complex and multifaceted. On the one hand, this

opens up wider opportunities for attracting an audience, especially the younger generation, which is used to consuming information via gadgets and the Internet. On the other hand, it requires publishers to constantly update their competencies in the areas of digital communication, social networks, content marketing, etc. The development of electronic formats also requires the search for new business models, dominated not only by the sale of printed copies, but also by subscriptions, online libraries or platforms with limited access. Marketing strategies must take into account this multimedia approach to the product [3-4].

The marketing landscape for publishing and printing enterprises in the European Union is shaped by a complex interplay of cultural, economic, and technological factors. Given the EU's multilingual environment and the sheer diversity of regional tastes, these enterprises must craft strategies that accommodate local preferences while also capitalizing on cross-border opportunities. Traditional models of marketing – such as print advertisements, direct mailing campaigns, and industry trade shows – remain important for building brand reputation. However, the growing reliance on digital channels means that successful companies often combine traditional and innovative tools to generate broader market coverage. These approaches include personalized email campaigns, social media promotions, and strategic partnerships with online booksellers.

A special place belongs to the publishing house brand. In the minds of readers, a brand is often associated with a certain level of quality, genre, or ideological and aesthetic orientation. For example, some publishers specialize in classical literature or children's books, while others focus on modern translations, scientific, motivational, or applied literature. Successful brand-building campaigns include a consistent visual style (covers, logos), participation in exhibitions and fairs, and activity in the media and social networks. Marketing plays a critical role in ensuring that readers clearly understand what values and features a particular brand carries, which ultimately contributes to loyalty and repeat purchases.

Marketing activities in the publishing and printing industry also include working with authors. The author often becomes the “face” of the publication, and his popularity directly affects the circulation and sales of the book. Therefore, publishing houses develop special marketing programs aimed at promoting authors: they organize presentations, autograph sessions, interviews, meetings with readers, literary tours. Successful strategies are based on long-term cooperation, when the publisher invests in the development of the author, providing media support and forming a positive image. In the era of social networks, the author can be an important influencer, able to communicate directly with the audience [5-6]. As a result, the synergy between the publisher and the writer becomes one of the determining factors of the publication's success. At the level of marketing communications, the choice of promotion channels is important. Classic advertising in print media or on television is gradually giving way to more targeted and economical digital tools. Digital platforms, social networks, email newsletters, blogs and podcasts – all this is forming into a single system that allows you to reach different segments of the readership. Each segment has its own communication habits: younger generations are more likely to respond to video content and posts on Instagram or TikTok, while older audiences

may be more inclined to traditional newspapers and literary reviews. The main task of marketing is to correctly combine all these channels for maximum reach.

Analytics and market research are an integral part of the marketing process. Analytical data helps to define target groups, monitor sales dynamics and track the effectiveness of advertising campaigns. Knowledge about which genres are popular in different regions, what sales volumes provide certain price categories, and how effectively promotional offers work – all this is used to make strategic decisions. Many publishers are implementing CRM (customer relationship management) systems and Big Data methods to more thoroughly analyze reader behavior. Thus, marketing acts not only as an art of promotion, but also as a science based on statistics and analytical tools.

The essence of marketing activities also includes the creation of additional value for the reader. This can be an exclusive design, high-quality illustrations, interactive content or additional materials (for example, online access to accompanying audio or video materials). Marketing determines which product characteristics will be key to attracting the buyer, and emphasizes them in communication. In addition, additional value can be created by after-sales service: the opportunity to discuss the book in a fan club, join meetings with authors or even participate in special educational webinars dedicated to the topic of the publication. Such a comprehensive strategy contributes to the growth of loyalty and increases the likelihood of repeat purchases in the future.

The place of marketing in the publishing and printing sector is also related to the formation of the image of the industry itself. In conditions when digital platforms offer a huge amount of information, publishers must convince potential consumers of the advantages of printed (and high-quality electronic) publications. Marketing campaigns can emphasize the aesthetic value of a printed book, the benefits of deeper involvement during reading, as well as the traditions and heritage of publishing. Book festivals, exhibitions, meetings with writers form a positive opinion about reading and return interest in the printed word. Thus, marketing not only promotes individual products, but also contributes to the development of a reading culture in general. Thus, the essence and place of marketing in the publishing and printing sector are determined by a special combination of creative, production and analytical factors. Marketing is not limited to advertising, but includes developing concepts for publications, taking into account reader interests, building long-term loyalty through branding, and interacting with authors and communities.

One notable characteristic of EU publishing and printing marketing is the emphasis on cultural sensitivity. With over two dozen official languages in the EU and numerous regional dialects, marketing messages must resonate on a linguistic and cultural level. Localization involves more than simple translation; it requires a deep understanding of local idioms, values, and reading habits. Many publishers and printers partner with local marketing specialists who can tailor campaigns to connect emotionally and intellectually with target audiences. By creating region-specific advertising and editorial content, these enterprises forge stronger ties with customers, leading to higher levels of satisfaction and loyalty. In addition to localization, sustainability has become a key marketing differentiator for EU publishing and

printing enterprises. Growing environmental concerns among consumers have led businesses to adopt greener practices, such as using eco-friendly inks, recycled paper, and energy-efficient printing technologies. Marketing campaigns often highlight these sustainable initiatives, recognizing that environmental stewardship resonates strongly with modern audiences. Companies that publicly commit to reducing their carbon footprint, or that align themselves with broader environmental movements, gain reputational advantages. This responsible branding not only satisfies ethical imperatives but also becomes a powerful marketing message that can secure customer loyalty and expand market share across environmentally conscious demographics [7-8].

Digital transformation is another defining factor in EU marketing strategies for publishing and printing. While print remains integral, the rapid expansion of e-books, audiobooks, and online newspapers has broadened the range of products. In response, marketing campaigns emphasize the multi-platform availability of content, ensuring readers can access materials via smartphones, tablets, e-readers, and computers. Publishers and printers frequently invest in search engine optimization (SEO) and social media advertising to reach global audiences. In parallel, they collaborate with online retail giants and niche digital platforms to optimize distribution. This omni-channel approach, blending brick-and-mortar presence with online outreach, strengthens brand visibility and sales potential. Moreover, EU enterprises utilize data analytics extensively to refine their marketing efforts. By collecting and analyzing data on reading habits, purchase histories, and demographic information, marketers can tailor campaigns to specific customer segments. Data-driven insights guide decisions on content acquisition, pricing structures, and promotional timing. For instance, analyzing peak sales periods in different countries helps publishers time book releases to maximize impact. Meanwhile, targeted advertising ensures that marketing budgets are used efficiently. Firms that successfully harness customer data see higher returns on investment and cultivate a loyal reader base. Over time, this approach fosters more precise product development and marketing innovation.

Collaboration and partnerships are equally important in shaping successful marketing activities among EU publishing and printing companies. Joint ventures between publishers, literary agents, and online platforms allow for cost-sharing in promotional campaigns and broader content exposure. Additionally, cross-sector collaborations – such as aligning with local tourism boards or cultural institutions – can amplify marketing reach. These partnerships are particularly beneficial in regions where reading is seen as a cultural asset, enabling publishers to feature books and magazines at local events or in traveling exhibitions. By uniting with diverse stakeholders, publishing and printing enterprises can tap into new audiences and reinforce their presence in established markets.

The role of trade fairs and literary festivals is also pivotal in EU marketing. Events like the Frankfurt Book Fair, Bologna Children's Book Fair, and London Book Fair serve as international hubs where publishers, printers, authors, and agents converge. Marketing at these events is not limited to showcasing new releases; it also involves networking, rights negotiations, and discussions about future trends. Successful participation in a prominent fair enhances a publisher's global reputation and can lead

to lucrative foreign rights deals. Through interactive booths, author signings, and multimedia presentations, companies generate buzz and solidify their brand image in front of a worldwide audience of industry professionals. Additionally, social media has revolutionized how publishing and printing enterprises in the EU communicate with readers. Platforms such as Facebook, Twitter, Instagram, and TikTok provide direct channels for engagement. By posting teasers, behind-the-scenes looks at printing processes, or interactive polls, businesses foster a sense of community around their products. Book influencers and reading communities on social media have also become powerful marketing allies. Enterprises often partner with influencers who share reviews or host discussions, creating organic visibility and credibility for new releases. This interactive, community-driven approach resonates especially with younger audiences who expect real-time engagement with the brands they follow. Language-specific digital platforms have emerged as noteworthy players in EU marketing. For instance, websites or apps catering to particular language markets can be crucial for niche publishers targeting smaller linguistic communities. By forming alliances with these specialized platforms, publishers and printers can capture markets that might otherwise be overlooked by large global retailers. Marketing strategies often incorporate discounts, exclusive releases, or loyalty programs tied to these niche platforms, ensuring that local readers feel acknowledged and valued. These targeted campaigns can significantly boost a publication's success by forging emotional connections with communities that are proud of their linguistic and cultural heritage.

The COVID-19 pandemic has brought about profound changes in nearly every industry across the globe, and the European publishing and printing sector has been no exception. While this sector already faced challenges due to digital transformation and shifting consumer behaviors, the pandemic introduced new obstacles and, paradoxically, opened some fresh avenues for marketing innovation.

One immediate impact of the pandemic was the disruption to traditional supply chains and distribution networks. Lockdowns, social-distancing regulations, and store closures across Europe severely limited physical access to books and magazines. Many small independent bookshops – central to the cultural fabric in countries like France, Germany, and Italy – had to shut their doors for extended periods, making it difficult for publishers to distribute new titles via their usual channels. Consequently, marketing strategies that relied heavily on in-store displays, local signings, or literary festivals could not proceed as planned. Publishers scrambled to redirect their marketing budgets toward online advertising, social media, and digital sales platforms to compensate for diminished foot traffic and event cancellations. Simultaneously, however, consumer appetite for reading materials grew in several demographic segments, especially in the early lockdown phases. People confined to their homes sought entertainment, education for their children, or mental escape through reading. This shift offered publishers an opportunity to reposition their marketing messages, emphasizing the comfort and enrichment that reading could provide during challenging times. Campaigns highlighting e-book discounts, bundled audiobooks, and subscription services gained traction, accelerating the shift toward digital publishing channels. Marketers used social media

campaigns to promote “stay-at-home reading challenges,” engaging both existing and potential readers.

Another significant change was the wholesale pivot to virtual events. Whereas large gatherings such as book fairs and literary festivals have long played a pivotal role in promoting new releases, many of these events migrated online. The Frankfurt Book Fair, for example, offered a digital platform and virtual booths for networking and presentations. Publishers seized the opportunity to host online book launches, interactive webinars with authors, and live Q&A sessions – sometimes drawing global audiences far larger than an in-person event might have garnered. These virtual gatherings allowed marketing teams to experiment with live-streaming technology, social media integration, and interactive chats, ultimately boosting engagement and generating fresh promotional content.

Regulatory and policy support also influences marketing dynamics. EU funding initiatives, such as Creative Europe, provide grants that enable publishers to translate works and promote cross-border literary exchange. These grants encourage marketing campaigns beyond domestic boundaries, broadening audiences and fostering the circulation of diverse literature. Additionally, regulations on consumer data protection – like the General Data Protection Regulation (GDPR) – affect how marketers collect and utilize customer information. While data protection requirements can add operational complexity, they also build trust among consumers who feel reassured about their personal information. Marketers who comply effectively showcase transparency in their promotions, further enhancing consumer confidence in the brand. Moreover, regional identity remains a compelling marketing angle. Many EU countries celebrate their literary traditions, from French existentialist works to Scandinavian crime novels, and from German philosophical texts to Italian art books. Publishers draw upon these rich heritages to position new titles within a lineage of respected authors or artistic movements. National and regional award ceremonies, like the European Union Prize for Literature, help spotlight emerging talent. By associating a book or magazine with a celebrated cultural heritage, marketers evoke a sense of pride among local readers. Simultaneously, they pique the curiosity of international audiences eager to discover new cultural touchstones (Table 1).

Collectively, these factors illustrate the complexity and richness of marketing in the EU publishing and printing industry. From localization and cultural sensitivity to data-driven insights and sustainability, enterprises employ multifaceted strategies to remain competitive. Joint ventures, trade fairs, social media, and policy support enhance their outreach, while the celebration of regional identities forges deep emotional bonds with readers. As technology continues to redefine reading habits, EU publishers and printers stay attuned to shifts in consumer behavior, using innovative approaches to expand their markets. These overarching trends offer valuable lessons for industries worldwide, particularly for countries like Ukraine that are eager to bolster their publishing and printing sectors.

With over two dozen official languages across EU member states and countless regional dialects, market segmentation is a multifaceted endeavor. Publishers and printers strive to appeal to readers who possess unique cultural identities while



capitalizing on cross-border opportunities offered by the single market. As technological innovation advances – particularly in the realm of digital publishing – traditional marketing strategies are being reframed. This summary explores the key traits that define marketing within the industry and highlights how these companies maintain competitiveness amid a vibrant and ever-shifting landscape.

Table 1

Experience of leading countries of the EU

Germany		
The world’s largest Frankfurt Book Fair is an example of how effectively organized exhibitions can promote the publishing industry. Ukraine can adopt the practice of holding large-scale international events that bring together publishers, authors, translators and investors	Germany has extensive cultural grant programs that support the publication of scientific and literary works. Ukrainian publishing houses can follow suit in creating transparent financing mechanisms and stimulating the development of artistic projects	Despite the boom in online trade, independent bookstores still thrive in Germany. It is possible to study models of cooperation between publishers and small bookstores to encourage their survival and ensure readers’ access to a wide range
France		
France is known for its fixed book price law (Loi Lang), which helps support independent bookstores and publishers. Ukraine could explore the possibility of establishing similar regulations that would support a competitive environment	With the support of the state and cultural institutions, festivals and literary events are regularly held in France, which actively promote reading. Ukrainian organizers can learn from their experience in planning and promoting such events at the national level	French publishers actively use online platforms to sell books, create reading clubs, and form new audiences. This allows them to reach readers outside of large cities and encourages the development of electronic formats. The Ukrainian industry can adapt their strategies for distributing content and building online communities
Poland		
Poland has examples of successful regional book festivals that bring together readers, publishers, libraries and local communities. Ukraine can adopt the model of developing similar events in smaller cities, stimulating local cultural life	In Poland, the publishing sector closely interacts with the academic community: professional journals, monographs are published, joint scientific conferences are held. This helps to increase the authority of publishing houses and their entry into the international market	The Polish government regularly launches initiatives aimed at encouraging young people to read (for example, “Narodowe Czytanie”). This experience can be useful for Ukraine to attract new generations of readers to printed and electronic books

Source: formed by the author

A defining element of marketing in EU publishing and printing is the necessity for localization. Advertisements and promotional campaigns cannot rely on a single language or cultural reference; instead, they must resonate with varied audiences. For example, a marketing plan that works in Scandinavia may require extensive revision to succeed in Southern Europe. Enterprises must consider idiomatic

expressions, regional sensibilities, and public sentiments. Beyond translation, cultural adaptation can include adjusting cover designs, revising titles, or emphasizing region-specific themes. This focus on localized relevance encourages stronger customer relationships, as readers perceive the content to be not only linguistically accurate but also culturally authentic.

The EU provides regulations and policies that strongly influence marketing operations for publishing and printing enterprises. Many countries within the union offer tax reductions or subsidies for cultural products – books, scholarly publications, and educational materials – thereby enhancing market viability. Additionally, cross-border licensing agreements and intellectual property regulations promote the circulation of content throughout the single market. Initiatives such as Creative Europe provide grants for translations or cross-cultural literary projects, further fueling promotional efforts. However, navigating these regulations requires acumen: marketers must stay compliant with consumer data protection laws (such as the General Data Protection Regulation, GDPR) while leveraging available funding to bolster their campaigns.

## **Chapter 2. Possibilities of using the experience of EU countries for Ukraine**

Ukraine stands at a strategic crossroads, seeking deeper integration into European markets while also striving to strengthen its domestic industries. In the publishing and printing sector, EU marketing practices provide a treasure trove of insights. Adopting selective aspects of these strategies could enable Ukrainian enterprises to modernize, become more competitive, and capture both local and international audiences. The experience of EU countries in handling multilingual and multicultural markets is especially pertinent, given Ukraine's own rich cultural diversity. By examining how EU firms localize content, adapt marketing messages, and refine distribution channels, Ukrainian players can begin crafting a similarly cohesive approach tailored to domestic realities.

A first key area of adaptation is cultural sensitivity. Just as EU marketers devote energy to aligning content with regional tastes, Ukrainian publishers and printers can leverage their understanding of local consumer preferences. In a nation with multiple linguistic communities and evolving cultural narratives, companies can localize materials and campaigns to resonate more powerfully. For instance, marketing materials produced in both Ukrainian and other regional languages could reflect the diverse makeup of the country. This approach would parallel the EU experience, where sensitivity to different linguistic identities fosters stronger customer relationships. It would also support Ukraine's goals of cultural preservation and inclusivity.

Sustainability presents another area where Ukraine can draw from EU practices. Environmental concerns are increasingly global, and Ukrainian consumers are not immune to these shifting values. Adopting sustainable printing technologies, using recycled paper, and reducing waste in production can become compelling parts of marketing campaigns. By showcasing their commitment to green practices, Ukrainian publishers and printers can create a positive brand image, appealing to consumers who prioritize ecological responsibility. Furthermore, establishing partnerships with

environmental organizations or participating in green certification programs could build credibility and help Ukrainian companies stay ahead of regulatory shifts. This forward-thinking approach also aligns with broader EU sustainability goals.

Digital transformation is arguably one of the most important lessons Ukraine can glean from the EU publishing and printing industry. Although digital readership is growing worldwide, some Ukrainian enterprises may still rely heavily on traditional printing practices. By investing in multi-platform content distribution, Ukrainian publishers can attract tech-savvy consumers looking for flexibility in their reading formats. Leveraging online marketplaces, specialized e-book platforms, and audiobook services can expand market reach beyond domestic borders. Implementing SEO strategies and targeted social media campaigns can similarly enhance brand visibility. These steps, inspired by EU marketing innovations, are integral for Ukrainian companies aiming to build competitive edges in rapidly evolving markets [9-10].

The focus on data analytics is equally relevant for Ukraine's publishing and printing sector. In the EU, companies meticulously track consumer preferences, reading habits, and purchase histories to fine-tune their marketing approaches. Ukrainian firms could adopt similar data-driven tactics by investing in analytics tools and training marketing professionals to interpret data effectively. Such insights allow for more precise targeting of promotional campaigns, facilitating segmentation by demographics, geography, and reading interests. Over time, these data-informed strategies can enhance customer loyalty by delivering content that aligns closely with reader expectations. By developing robust databases and privacy-compliant data policies, Ukrainian enterprises can earn consumer trust while optimizing marketing outcomes. Collaboration stands out as another pillar of EU marketing success. For Ukraine, forming alliances within the publishing and printing ecosystem could unlock economies of scale and share risks. Joint marketing campaigns involving multiple publishers, local cultural institutions, and academic organizations could elevate the sector's profile. Ukraine can mirror EU strategies by organizing literary festivals or trade fairs to attract international stakeholders. By creating such events, local companies can meet potential business partners, negotiate translation rights, and learn about evolving market demands. This collaborative spirit also taps into Ukraine's rich literary heritage, potentially drawing global interest to new authors, genres, and cultural themes.

The EU's emphasis on literary festivals and trade fairs is instructive for Ukraine's integration ambitions. Ukraine already has culturally significant book fairs like the Lviv Book Forum, yet amplifying these events to match the scale and publicity of major EU fairs could bring broader international visibility. Coordinated marketing campaigns highlighting Ukrainian literature, local authors, and print innovations would bolster the event's standing in the global publishing calendar. Furthermore, inviting EU publishers, agents, and literary figures to collaborate on panels or workshops could foster a two-way exchange of ideas. Emulating this successful EU model provides a platform for networking, rights trading, and reciprocal cultural promotion [11-12].

Social media strategies used by EU enterprises also hold promise for Ukrainian marketers. Platforms like Instagram, TikTok, and Facebook have transformed how readers interact with content and publishers. Ukrainian companies can set up interactive social media channels that feature author interviews, previews of upcoming titles, and behind-the-scenes glimpses into printing processes. Influencer partnerships are equally potent; by identifying popular Ukrainian bloggers or content creators who focus on books, local traditions, or educational materials, publishers can organically raise awareness. Adapting the EU best practice of community-driven engagement, Ukrainian firms can use social media to foster loyalty, stimulate excitement for new releases, and generate user-generated content. Niche platforms targeting specific linguistic or cultural groups are another marketing avenue for Ukraine. EU publishers have found success by collaborating with specialized online retailers and reading communities that cater to lesser-spoken languages. Similarly, Ukraine's internal linguistic diversity, as well as its diaspora communities abroad, could be reached via dedicated online channels. Marketing campaigns that offer exclusive content or limited-edition prints in local languages can create a strong emotional bond with readers who feel their cultural identity is being recognized. This approach diversifies revenue streams and furthers the globalization of Ukrainian literature, appealing to both domestic and international audiences seeking fresh voices.

Policy alignment is a critical element of harnessing EU marketing experience. Ukraine's government can study how EU grants and cultural funds, like Creative Europe, bolster cross-border literary exchange. By developing similar initiatives, Ukraine could incentivize publishers to translate and promote local works abroad, increasing international visibility. Additionally, establishing data protection laws akin to the GDPR would instill consumer confidence in digital marketing activities. Regulations that encourage fair competition and transparency in the publishing and printing sector can stimulate innovation and attract foreign partnerships. This alignment with EU standards not only supports commercial objectives but also paves the way for smoother economic and cultural integration [13-16].

Building a strong national brand is another strategic lesson. EU publishers often leverage their country's literary heritage to position new products. Ukraine has a wealth of literary history, from the works of Taras Shevchenko to modern contemporary voices, which can be highlighted in marketing campaigns. Showcasing these cultural assets can deepen the resonance of Ukrainian content domestically while intriguing foreign audiences. Whether through celebrating literary anniversaries, awarding prizes for emerging authors, or forming reading communities based on classic works, reinforcing a cohesive national brand can enhance Ukraine's reputation as a vibrant hub of publishing. Over time, this structured brand identity drives visibility across global book markets.

The integration of European experience into the Ukrainian publishing and printing industry has significant potential for increasing competitiveness, improving the quality of printed products and entering new markets. However, in practice, this process faces a number of obstacles that hinder the rapid and effective borrowing of innovations. Among the key factors are differences in legal norms, financial

constraints, technological inequality and cultural and linguistic peculiarities. These obstacles, although not insurmountable, require consistent state policy, a reasonable management approach in publishing houses and cross-sectoral cooperation. It is important to take into account the entire complex of interrelated problems in order to offer realistic ways to overcome them and ensure the effective integration of the European Union experience into local practice. The first major obstacle is the insufficient harmonization of the legislative framework. The EU has established standards on copyright, publishing licenses, tax breaks for printed products, etc. In Ukraine, some regulations do not meet European requirements, or their implementation is too slow. For example, the process of officially adopting EU directives and amending local laws can take years. The lack of transparent mechanisms of state support, preferential taxation or a system of subsidies also complicates the use of advanced European financing instruments. As a result, publishers seeking to introduce new business models face unresolved legal problems and increased financial risks. Another obstacle is the limited financial resources of Ukrainian publishing and printing houses. The European model of industry development often involves significant investments in the latest equipment, staff training, market research and digital transformation. In the EU, publishers can receive grant support or take advantage of the system of bank loans at low interest rates, while in Ukraine financial instruments are more expensive and less accessible. High interest rates, difficult conditions for obtaining loans, as well as the instability of the national currency reduce the opportunities for modernization of production. An additional factor is the unpredictable political and economic situation, which makes long-term planning risky and limits the willingness of investors to invest in the publishing sector.

Technological backwardness also acts as a significant obstacle. Although Ukraine has modern printing houses and publishing houses, the industry as a whole suffers from outdated equipment and an insufficient level of process automation. Digital services for managing publishing cycles, sales analytics, and high-tech solutions for print-on-demand are widespread in the EU. In Ukraine, this practice has not yet become widespread, and the costs of licensed software products are quite high for most small and medium-sized enterprises. As a result, innovations remain at the level of individual initiatives, and the large-scale implementation of European technological standards is hampered by limited purchasing power and a lack of technical expertise.

Another factor is insufficient cooperation between universities, research centers, and the publishing business. In the EU, partnerships have been established between educational institutions that train marketing and management specialists and real publishing houses and printing houses. Students get the opportunity to undergo internships, work on real projects and master modern technologies, and enterprises receive an influx of qualified personnel. In Ukraine, however, there is often a gap between theory and practice: university programs do not always meet modern market challenges. This leads to a shortage of specialists who could implement European approaches in the publishing sector. As a result, technical and managerial culture remain at a lower level. The cultural and linguistic aspect also complicates

integration. The EU has a high diversity of languages, and publishers are used to working with a multi-ethnic audience. Ukraine has its own specifics: in addition to Ukrainian, books are also published in Russian, Hungarian, Romanian and other languages, depending on the region. However, given the historical and political circumstances, the language issue may cause controversial reactions. For a harmonious adoption of the European experience, it is necessary to ensure support for publications in different languages, while promoting the development of Ukrainian-language content. This task requires a balanced state approach and transparent regulations to avoid social conflicts and at the same time develop multilingualism and cultural exchange – as is done in many EU countries. Another challenge is the lack of a sustainable infrastructure for large-scale book distribution. The EU has extensive networks of bookstores, libraries, logistics companies and online platforms that facilitate readers' access to new books. In Ukraine, especially in remote regions, the book retail infrastructure is underdeveloped: chain stores are concentrated mainly in large cities, while small bookstores often close due to low demand and high rents. Logistics is also complicated by poor road conditions and the underdevelopment of specialized carriers. As a result, publishers find it difficult to ensure proper coverage of the entire territory of Ukraine, which reduces profits and inhibits investment in new technologies or marketing initiatives. Despite the digital age, online book sales in Ukraine have not yet become as large-scale as in most EU countries. There are several factors: not all categories of the population have access to fast internet or have the skills to shop online; part of the audience lacks trust in electronic payments; There is no single powerful online book platform that would cover a significant part of the market. Although online bookstores exist in Ukraine, their assortment and marketing efforts cannot yet compete with European giants. This limits potential sales channels and complicates the integration of such popular formats in the EU as e-books and print-on-demand, where most sales are made online. The instability of the legislative field, corruption risks and lack of transparency in management also scare away foreign investors who could bring European know-how and financial resources to the Ukrainian publishing and printing industry. In a situation where legal norms often change and bureaucratic procedures are lengthy and complex, potential partners prefer to avoid long-term commitments. This significantly hampers international cooperation, without which it is difficult to adopt modern European approaches to management, marketing, printing technologies, etc. To overcome this obstacle, it is necessary not only to adopt new laws, but also to ensure their effective implementation, improve the judicial system and introduce anti-corruption mechanisms.

The low interest of consumers in reading and the generally low culture of visiting libraries and book events also affect integration. In many EU countries, book exhibitions, literary festivals and presentations of new publications have become the norm, attracting a large number of visitors. In Ukraine, this practice is only gaining momentum, and even large forums (such as BookForum in Lviv) do not always reach their potential audience due to insufficient promotion at the national level. Without appropriate support from the state, media and educational institutions, interest in book events may remain local. This, in turn, complicates the promotion of modern forms of book production that are familiar to the European market.

The low level of digital literacy among the population, which concerns both readers and publishing workers themselves, is also a serious challenge. While digital libraries, online platforms for collaborative editing of texts and distance education systems are actively developing in EU countries, such initiatives are being implemented rather slowly in Ukraine. The lack of necessary skills among managers and specialists reduces the effectiveness of using analytical tools, CRM systems, and marketing platforms. Publishing houses that seek to integrate European experience are often forced to invest additionally in training personnel, explaining basic things about SEO promotion, email marketing, or social media management, and this takes a lot of time and resources. Thus, the integration of EU experience into Ukraine in the field of publishing and printing business faces multifaceted obstacles: from inconsistency of legislation and lack of funds to technological backwardness and cultural and linguistic peculiarities. Each of these factors increases the complexity of the process and requires a systematic approach to overcome them. Despite this, there is significant potential for successful integration: the number of private publishing houses that are ready for experiments is growing, unions and associations are being created that lobby the interests of the industry, and international organizations are expressing interest in cooperation with Ukrainian partners. If state bodies, educational institutions and business join forces, then negative factors can be significantly mitigated. And then the experience of the European Union will truly become a driving force for qualitative changes in the domestic publishing and printing sector (Table 2).

Table 2

Key obstacles to integrating EU experience

Inconsistency and instability of legislation		
Ukraine has to adopt and adapt European norms, but the procedure is often delayed, which slows down the use of advanced legal instruments	The lack of laws on grant support and tax benefits for publishers reduces interest in developing European business models	Investors and partners from EU countries fear opaque processes, which makes the publishing market in Ukraine less attractive
Financial and technological constraints		
Without access to cheap credit resources and investments from abroad, it is difficult for publishers to update equipment and launch large-scale marketing programs	Many printing houses do not have finances for modernization, which makes it impossible to introduce high-performance European technologies	The lack of qualified personnel capable of operating the latest software products complicates the transition to automated systems and online sales
Insufficient cultural integration and low reading activity		
In the EU, multiculturalism is systematically supported, while in Ukraine there is a lack of targeted policies to ensure multilingual accessibility in some places	The lack of a wide network of bookstores, a limited number of literary festivals, and insufficient demand for new books complicate the popularization of publishing initiatives	Schools and universities do not always include modern book events and innovative reading formats in their programs, which does not stimulate students and pupils to expand their literary horizons

Source: formed by the author

In sum, the EU experience offers a comprehensive roadmap for Ukraine's publishing and printing enterprises looking to modernize and expand. By prioritizing cultural sensitivity, sustainability, digital transformation, data analytics, and collaborative events, Ukrainian firms can emulate the best of Europe's marketing innovations. Drawing on policy frameworks, niche platforms, and a strong national literary heritage can further elevate the country's publishing profile. Adapting these lessons will require strategic investments, cross-sector cooperation, and a clear vision of Ukraine's identity within the global reading community. Nevertheless, the EU's marketing experience underscores that with the right blend of creativity, technology, and collaboration, Ukraine's publishing and printing sector can thrive and integrate effectively into European markets. Despite numerous challenges and barriers, Ukraine has sufficient potential to effectively adopt European experience in the publishing and printing industry. The key to success is a comprehensive approach: state assistance, adaptation of the legal framework, financial support, development of distribution infrastructure, as well as activation of cultural and educational programs. If these components are considered as a single system, then integration processes can give a tangible impetus to qualitative changes, contributing to the growth of competitiveness and diversity of the publishing market in Ukraine.

An increasingly vital trend in EU marketing is an emphasis on environmental sustainability. Publishers and printers mindful of their carbon footprint often adopt eco-friendly measures: using recycled paper, vegetable-based inks, or energy-efficient printing technologies. They then leverage these "green credentials" in their promotional narratives. In many European markets, environmentally responsible behavior resonates with consumers who prefer to support companies that demonstrate tangible ethical and ecological commitments. When marketing such initiatives, enterprises frequently spotlight certifications, partner with environmental organizations, or introduce campaigns centered on paper recycling. This sustainable focus not only differentiates brands but also aligns with rising EU-wide targets for carbon neutrality.

Traditional print media remains central to the publishing and printing sector, yet digital channels are reshaping how marketing strategies are orchestrated. While hardcover and paperback books continue to hold cultural significance, many EU-based companies now offer e-books, audiobooks, and interactive online platforms. Marketers must therefore adopt multichannel approaches: print advertisements, targeted online promotions, and partnerships with e-commerce giants or specialized retailers. Social media – ranging from Facebook and Instagram to TikTok – amplifies the reach of publishers, particularly among younger demographics. Emails, newsletters, and push notifications on mobile reading apps support personalized marketing. This synergy of traditional and digital tactics has become indispensable for broader audience engagement.

Data analytics plays an increasingly prominent role in shaping marketing for EU publishing and printing. By examining consumer behavior – purchase history, reading preferences, or genre popularity – marketers refine campaigns to fit evolving tastes. Insights derived from online platforms, surveys, and focus groups direct resource allocation, guiding product development and promotional timing.



For instance, analyzing typical reading periods in specific regions helps to strategically release seasonal titles or limited-edition prints. Data analytics also assists in pricing decisions, as publishers can gauge price sensitivity across diverse markets. When combined with robust CRM systems, these insights build brand loyalty while ensuring marketing expenditures are used efficiently.

High-profile events, such as the Frankfurt Book Fair, Bologna Children's Book Fair, and London Book Fair, anchor marketing efforts in the EU. These gatherings act as hubs for rights negotiations, product launches, and invaluable networking. Publishers, printers, authors, and literary agents converge to showcase new titles, discover international trends, and forge collaborative ventures. At these fairs, marketing transcends mere booth presentations – it involves multimedia exhibits, author signings, and interactive reading corners that lure attendees. Successful participation often leads to media coverage, bolstering brand awareness. Moreover, smaller, region-specific book fairs create localized promotional opportunities and encourage dialogues with niche audiences and industry peers.

Cooperation across multiple sectors is another hallmark of EU marketing in publishing and printing. For instance, alliances with tourism boards can promote literary tours, whereas partnerships with educational institutions support textbook distribution and library programs. Cultural institutions may host exhibitions celebrating local authors or historical milestones in printing. Such cross-sector initiatives reinforce a publisher's brand identity while expanding reach beyond conventional reader circles. Co-marketing ventures enable cost-sharing and diversified promotional strategies: a photography publisher might align with an art museum for an exhibition tie-in, or a children's book printer could collaborate with a toy manufacturer to design complementary products for young readers.

Influencer marketing and social media engagement are increasingly vital for targeting both mainstream and niche audiences. In many European countries, "bookstagrammers," "booktubers," and literary bloggers wield considerable influence. Publishers that form strategic partnerships with these digital personalities enjoy organic visibility through reviews, reading challenges, or live discussion sessions. Hashtags like #bookclub or #tbr (to-be-read) create online communities that span national borders. For emerging authors, an influencer's endorsement can spark viral interest, boosting sales and social media buzz. Careful collaboration ensures that messages remain authentic, appealing to a digitally savvy audience that values transparent, personable communication over conventional advertising.

Establishing a reputable brand is paramount in a market that prizes literary heritage and cultural credibility. EU publishers often position themselves through a consistent aesthetic, a curated catalog of authors, or associations with particular genres. A brand's historical roots – such as a legacy of publishing prominent philosophers or novelists – can resonate with readers seeking continuity and quality. Additionally, investing in an author-centric approach involves actively shaping an author's public image through appearances, signings, or interviews. In turn, a well-known author can elevate the overall brand. This symbiotic relationship forms the backbone of marketing strategies that highlight distinctive editorial lines and creative values.

The heterogeneity of the EU's markets calls for precise segmentation and community-building. Beyond mass market offerings, numerous publishers concentrate on specific niches: academic journals, children's literature, art books, comics, or genre fiction such as fantasy and romance. Marketing to these targeted audiences often involves specialized social media groups, forums, or subscription-based models. Community engagement might include exclusive preorders, bonus material, or invitations to digital Q&As with authors. The sense of belonging to a distinctive literary community encourages ongoing dialogue, word-of-mouth promotion, and repeat purchases. By cultivating these niche segments effectively, publishers mitigate the risks associated with competing in mass markets.

Translational opportunities abound within the EU, but they also present logistical and marketing challenges. Publishers catering to multiple language groups must juggle separate editorial timelines, translation quality control, and localized promotional schedules. Cross-border distribution can be simplified by the single market framework, yet shipping costs, varying consumer price expectations, and currency differences (for countries outside the eurozone) complicate matters. Marketers often rely on local partners – bookstores, literary websites, or influencers – for region-specific outreach. Successful cross-border marketing hinges on robust coordination among translators, editors, and promotional teams. Companies prepared to invest in these systems can gain a competitive edge, capitalizing on Europe's transnational readership.

The convergence of print and digital media has challenged traditional marketing models while creating new prospects. E-books, audiobooks, and online subscription services let publishers test alternative revenue streams and promotional strategies. For instance, "print on demand" technology streamlines distribution in smaller markets, reducing warehousing expenses and unsold inventory. Integrating interactive elements – augmented reality (AR) or embedded video content – enriches the reading experience, especially for children's or educational materials. Marketing professionals emphasize convenience, immediate access, and cost savings to entice readers who juggle busy schedules. As streaming and digital services advance, EU publishers maintain a delicate balance: honoring time-honored print traditions yet embracing cutting-edge innovations.

In sum, marketing activities in the EU publishing and printing sector reflect a harmonious interplay of tradition, innovation, and cultural diversity. The breadth of linguistic and regional distinctions within the EU compels marketers to refine their methods – localizing content, partnering with influencers, and conducting detailed data analysis. Policy support from various EU institutions and national governments further shapes these marketing strategies, as does an ever-growing commitment to sustainability.

Looking ahead, the industry is likely to see further emphasis on digital formats and cross-border collaborations. Audiobooks, for instance, already have a solid presence in several European regions, but their growth potential remains vast, especially in markets that are just beginning to embrace spoken-word content. Similarly, e-book subscription models and niche community platforms will likely expand, providing publishers with new subscription revenues and more direct relationships with readers.

Above all, the success of EU publishers and printers in marketing hinges on their ability to adapt – constantly integrating fresh technologies, responding to evolving readership needs, and leveraging the deep cultural heritage that makes European literature distinctive. By merging local sensitivity with global ambitions, these enterprises preserve rich literary traditions while exploring dynamic marketing frontiers. The result is an industry poised to flourish, enriched by innovation and guided by the diverse tapestry of its pan-European audience.

### **Conclusions**

Throughout the European Union, marketing in the publishing and printing industries reflects a tapestry of cultural diversity, technological innovation, and policy support. Enterprises have evolved beyond traditional promotion, embracing digitalization and sustainability as integral parts of their brand identity. Localization strategies and data-driven marketing further reinforce competitive advantages, allowing firms to meet the demands of increasingly discerning consumers. These adaptive measures underscore the power of marketing as a cohesive strategy – one that aligns products, corporate values, and consumer needs. This approach yields not only commercial success but also the preservation and celebration of Europe's multifaceted literary and cultural heritage.

For Ukraine, the EU's experiences reveal clear pathways for integration and sectoral growth. By adopting localized marketing strategies, Ukrainian firms can tap into their own diverse linguistic and cultural landscape. Similarly, building sustainable practices into production and promoting these efforts in marketing campaigns can help position them as responsible, forward-thinking enterprises. Embracing digital channels allows Ukrainian publishers and printers to serve global audiences eager for new content. Through these informed adaptations, Ukraine can enhance its capacity to compete, both domestically and abroad, while strengthening cultural ties with European partners. Equally crucial for Ukraine is the role of collaboration – an established hallmark of successful EU marketing. Trade fairs, literary festivals, and cooperative promotions with local and international partners can accelerate growth and innovation. By learning from Europe's dynamic events, Ukraine can make strides toward showcasing its literature on a global stage. This pursuit inevitably involves navigating policy frameworks and funding opportunities, which can facilitate the translation of works and cross-border distribution. In doing so, Ukraine stands to bolster its position in global publishing networks, gaining visibility for its authors, publishing houses, and creative talents.

The marketing transformations in the EU also emphasize the importance of data. Gathering insights on readership and consumer behavior is essential to tailoring product offerings and promotional timing. Ukrainian companies that invest in analytics stand to make more informed decisions, resonating with audience expectations more effectively. Beyond sales figures, data can guide decisions on sustainability measures, content development, and distribution methods. Each step of the marketing process benefits from concrete, evidence-based strategies that strengthen consumer trust. Over time, these strategies can support Ukraine's transition into a more integrated and prosperous publishing and printing ecosystem.

In conclusion, the “Features of marketing activities of publishing and printing enterprises in the regions of EU countries: Integration opportunities for Ukraine” underscore a synergy of tradition, innovation, and collaboration. By aligning itself with EU best practices – ranging from localized marketing campaigns and green production methods to data analytics and policy-driven support – Ukraine can invigorate its own publishing and printing industry. The result would be an ecosystem that resonates with domestic readers, appeals to international audiences, and benefits from strategic partnerships. Through mindful adaptation of proven EU approaches, Ukraine holds the potential to become a dynamic player in the global literary market.

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