

COMMERCIALIZATION OF INNOVATIONS IN UKRAINIAN BOOK PUBLISHING: CURRENT TRENDS AND PROSPECTS**Karyna Khramova¹, Anastasiia Shymoshenko², Yaroslav Reshetniak^{3*}**¹Department of Marketing, Sumy State University, Sumy, Ukraine²Department of International Economic Relations, Sumy State University, Sumy, Ukraine³Department of Economics, Entrepreneurship and Business Administration, Sumy State University, Sumy, Ukraine

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The article examines the peculiarities of innovative activity and commercialization of innovations in Ukrainian book publishing. Innovations are an essential factor in the development of the industry, as they make it possible to improve the quality of book products, make them more accessible and exciting for readers, and contribute to the popularization of reading. Because a third of Ukrainians do not read at all, the need to attract an audience that is used to an "easy" perception of information through watching videos, etc., is essential to developing a healthy and educated society. The hypothesis is that innovation activity in Ukrainian book publishing is not active enough, its development is relatively slow, and the implemented innovative projects are limited in number but of high quality. It is due to the conservatism of Ukrainian publishers, who are unwilling to enforce innovations if they involve too many additional risks, as well as the adverse effects of the COVID-19 pandemic and armed aggression against Ukraine. To test the hypothesis, this study analyzed the state of innovation in Ukrainian book publishing, examined the experience of Ukrainian publishers in implementing innovative projects, and identified trends in the development of innovation in Ukrainian book publishing. The analysis showed that innovation in Ukrainian book publishing has several trends and prospects. In particular, the popularity of e-books and audiobooks is growing, digital publishing is developing, new book formats are being introduced, and new technologies are being used to promote books both in the physical and digital space. Considering the current trends and prospects of innovative activity and commercialization of innovations in the Ukrainian book market, the industry needs a more comprehensive approach and the attraction of additional resources, both from the public and private sectors. In addition, to increase the number of readers and, accordingly, the development of the industry in Ukraine through the introduction of innovative technologies, we suggest moving to increasing the number of publications in electronic and audio formats, conducting experiments with the visual design of books, using environmentally friendly raw materials in the production process, developing digital publications in the format book sites for publishing poetry or short fiction, using QR codes, augmented reality and mobile applications with more paper editions, etc.

Keywords: innovations, innovative activity, commercialization, book publishing, Industry 4.0.**КОМЕРЦІАЛІЗАЦІЯ ІННОВАЦІЙ В УКРАЇНСЬКОМУ КНИГОВИДАННІ: СУЧАСНІ ТЕНДЕНЦІЇ ТА ПЕРСПЕКТИВИ**Карина Храмова ^{1*}, Анастасія Шимошенко ², Ярослав Решетняк ³¹кафедра маркетингу, Сумський державний університет, Україна²кафедра міжнародних економічних відносин, Сумський державний університет, Україна³кафедра економіки, підприємництва та бізнес-адміністрування, Сумський державний університет, Україна

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У статті розглядають особливості інноваційної діяльності та комерціалізації інновацій в українському книговиданні. Інновації є важливим фактором розвитку галузі, оскільки дозволяють підвищити якість книжкової продукції, зробити її більш доступною та цікавою для читачів, а також сприяти популяризації читання. Зважаючи на те, що третина українців взагалі не читають, необхідність залучення аудиторії, яка є звиклою до «легкого» сприйняття інформації через перегляд відео і т.п., є важливим аспектом на шляху розвитку здорового та освіченого суспільства. Відповідно, нами поставлена гіпотеза, що інноваційна діяльність в українському книговиданні є недостатньо активною, розвиток відбувається в досить повільному темпі, а реалізовані інноваційні проекти існують в обмеженій кількості, проте є досить якісними. Це пов'язано з консерватизмом українських видавництв, які не готові до введення інновацій, якщо це створюватиме надто багато додаткових ризиків, а також з несприятливими наслідками пандемії COVID-19 та збройної агресії проти України. Для перевірки гіпотези проаналізовано стан інноваційної діяльності в українському книговиданні, вивчено досвід українських видавництв, які реалізують інноваційні проекти, а також визначено тенденції розвитку інновацій в українському книговиданні. Аналіз показав, що інноваційна діяльність в українському книговиданні має ряд тенденцій та перспектив. Зокрема, зростає популярність електронних та аудіокниг, розвиваються цифрові видавництва, впроваджуються нові формати книг, а також використовуються нові технології для просування книг, як в реальності, так і в цифровому просторі. Враховуючи сучасні тенденції та перспективи інноваційної діяльності та комерціалізації інновацій на українському книжковому ринку, галузь потребує більш застосування комплексного підходу та залучення додаткових ресурсів, як з державного, так і приватного сектору. □ Окрім, того, задля збільшення кількості читаючих та відповідно озвитку галузі в Україні через запровадження інноваційних технологій нами пропонується переходити до збільшення кількості видань в електронному та аудіоформатах, проведення експериментів з візуальним оформленням книг, використання екологічно чистої сировини у процесі виробництва, розроблення цифрових видань у форматі книг-сайтів для публікації поезії чи короткої прози, використання QR-кодів, доповнення реальності та мобільних додатків із більшою кількістю паперових видань тощо.

Ключові слова: інновації, інноваційна діяльність, комерціалізація, книговидавництво, Індустрія 4.0**Cite as:** Khramova, K., Shymoshenko, A., Reshetniak, Ya. (2024). Commercialization of innovations in Ukrainian book publishing: current trends and prospects. *Visnyk of Sumy State University. Economy Series.* 2, 7-18. <https://doi.org/10.21272/1817-9215.2024.2-01>

INTRODUCTION

At the current stage of economic development, in which the influence of Industry 4.0 is becoming increasingly evident, innovations determine enterprises' economic growth and success. It became apparent that innovation is the crucial factor transforming the business space in various spheres of activity. By providing competitive advantages, innovation becomes the basis for development in conditions that require constant change and adaptation.

Book readers are becoming more demanding, setting high standards for the quality of book content and the very embodiment of publications. Book publishers must not only meet general standards but also respond in time to new requests from their customers. Innovations in book publishing allow book publishers to meet these needs at all levels and remain active players in the book market.

Commercializing innovations makes it possible to develop effective mechanisms and tools that contribute to the successful implementation of innovations, which is critical both for entrepreneurs seeking to improve their products and for the state's economy. Contributing to implementing innovative ideas and technologies, the commercialization of innovations in book publishing makes it possible to offer book products and services that are more interesting for the consumer, particularly in the Ukrainian market.

LITERATURE REVIEW

The implementation of innovations in the last decade has taken place at various levels of the Ukrainian book business, from preparing publication materials in printing houses to interacting with customers during the sale of the finished product. It is worth understanding that the Ukrainian book market is an integral part of the world book market. Therefore, innovations in Ukraine are influenced by innovations from other countries. Onysenko T. S. talks about the world experience of using innovations in publishing in his work [1]. The researcher emphasizes the main trends of innovative activity in North America, Europe, and Asia, highlighting, among other things, the trend toward digitization in book publishing.

Voloshanenko E. V. [2] in his article emphasizes the importance of managing the development of domestic book publishing, in particular, the fact that the main innovations in the production of publishing products lead to a gradual restructuring of the entire enterprise, including a management system that directs its development to a new level. In her work, S. Vodolazka mentions innovations in university book publishing [3], and K. Repina writes about the peculiarities of innovative activity in the niche of children's literature [4]. A more specific example of an innovative business model of the digital age is highlighted in M. Zhenchenko's research [5], where primary attention is paid to crowdfunding in the book business.

The topics of innovations in the publishing business are covered in one way or another by scientists S. I. Miklushka, T. G. Kupriyanova, O. A. Golovko, M. Medved, and the active development of technologies and approaches to innovative activities in book publishing leaves room for further research.

The work aims to study the features of the commercialization of innovations in Ukrainian book publishing and identify the main trends and prospects at the current stage of its development.

Following the set goal, the main tasks are:

- to describe innovative activity and innovation commercialization processes.
- highlight objects and subjects of innovative activity and give examples in the book publishing market.
- highlight the current general situation in the book publishing market of Ukraine.
- propose and substantiate the categorical division of innovations in book publishing.
- to investigate and describe the current trends in the commercialization of innovations and measures to support them in book publishing in Ukraine in 2019-2023.
- analyze and summarize the prospects for the development of innovative activities in the field of book publishing.

METHODOLOGY AND RESEARCH METHODS

During the were used such research methods as the historical-legal method (study of the peculiarities of publishing activity and legislation related to the commercialization of innovations), dialectical method (definition of the concept of innovation and commercialization of innovations in the context of book publishing), observation (observation of the book market of Ukraine and recording of manifestations of innovative activity among Ukrainian publishing houses), classification (creating a categorical distribution of innovations in Ukrainian book publishing) and abstraction (a specific study of manifestations of the introduction of innovations in the book publishing market, separated from other features of this market). We used the given research methods to study and generalize the experience of commercialization of innovations in book publishing in Ukraine in recent years.

RESULTS

1. Features of innovative activity and processes of commercialization of innovations.

Various researchers have worked on the definition of the concept of "innovation", in particular Everett Rogers, who in his book "Diffusion of Innovations" claims that innovation is an idea, practice, or object that is perceived by individuals as new within a social system [6]. This novelty may be relative; it may not be entirely unusual, but it represents a significant departure from existing practices or norms. Because of its novelty, the innovation is uncertain for potential adopters. They may not fully understand its benefits, possible drawbacks, or how it will fit into their operations. The success of the diffusion of an innovation depends on the availability and ease of communication and information about it to potential consumers: potential adopters notice the results and benefits of the innovation, and the innovation is compatible with existing values, norms, and customs in the social system, and whether the innovation can be tested or experimented with before its full implementation.

The innovative activity of modern organizations is aimed at developing and implementing innovative concepts and technologies in various fields. According to the Law of Ukraine "On Innovative Activity" [7], among the objects that are the basis of this process, it is possible to single out the newest goods and services that provide competitive advantages to business as well as the latest solutions for organizing the work of the enterprise for production or provision of services. In the book market, the object of innovative activity can be book products, both traditional paper and digital, and all the latest processes associated with their production, implementation, and promotion.

The subjects of innovative activity can be individuals and legal entities of Ukraine or any other foreign state, as well as stateless persons who conduct innovative activities on the territory of Ukraine, attracting property and intellectual values and investing their own or borrowed funds for the implementation of innovative projects in Ukraine [7]. Typical entities in the Ukrainian book market are publishing houses, printing houses, and bookstores that work to create innovative book products or use innovative methods for their implementation and promotion.

Commercialization of innovations is the process of transforming innovative ideas, technologies, or products into commercially successful products or services on the market [8]. This process involves the introduction of innovations to obtain profit and improve competitiveness. Commercializing innovations aims to get an economic effect from their implementation. It can be in the form of increasing profits, reducing costs, creating new jobs, or entering new markets.

The main stages of innovation commercialization can be research and development, patenting, manufacturing and marketing, and financing.

During the research and development phase, it is essential to carefully analyze the market and conduct research to ensure that the innovation has the potential for commercial success. It is crucial to determine whether there is a demand for the proposed innovation. To do this, you can conduct marketing research while choosing the type of research according to the features of the innovation. For example, organize a consumer survey or create a creative focus group. It is also essential to assess the technical feasibility of the innovation. To do this, you can conduct research at the laboratory level or test the prototype of the innovation.

Patenting is essential to commercialize innovations because it allows the owner to profit. It is necessary to apply to the patent office to obtain a patent. The application must describe the innovation and evidence of its originality. The patenting process in Ukraine is regulated following the Law of Ukraine "On Protection of Rights to Inventions and Utility Models" [9].

At the manufacturing and marketing stage, ensuring that the innovation is manufactured with high quality and meets market requirements is essential. Developing an effective marketing strategy to communicate the innovation to the target audience is also necessary. The marketing strategy should be developed taking into account such factors as:

- the target audience of the innovation;
- competitive advantages of innovation;
- innovation promotion channels.

The stage of financing the commercialization of innovations is an essential factor in the success of this process. Innovation often requires significant investment, so it is important to find funding sources. Own funds of the innovation owner are one of the primary sources of financing. However, if the innovation is large-scale or requires significant research and development costs, own funds may not be sufficient. Investments from investors are among the most common funding sources for commercializing innovations. Investors can be individuals, companies, or government bodies. Investors see innovation as a potential source of profit, so they are interested in investing in innovations with a high potential for success. Funding from public authorities is another important source of funding for the commercialization of innovations. The state can provide grants, loans, or other financial support for innovation. The state is interested in supporting innovations as they contribute to economic development, create new jobs, and increase the country's competitiveness. Correct allocation of resources is an essential condition for successful financing of innovation commercialization. It is crucial to correctly assess the needs of the innovative project and ensure that the funds are used rationally.

2. The current general situation in the book publishing market of Ukraine.

The situation in the book market of Ukraine has been characterized by significant instability in recent years. Until 2019, the market developed rapidly, but quarantine restrictions negatively affected it, resulting from the COVID-19 pandemic. According to the Association of Publishers and Book Distributors, in 2020, the number of published books in Ukraine decreased by 23.3%, and circulation - by 34.3% [10].

The start of a full-scale Russian invasion of Ukraine in February 2022 has become another severe test for the book market. In the first months of the war, the market practically stopped. Publishing houses could not print books, bookstores were closed, and readers were busy with other issues. Later, the market began to recover. In 2022, the number of published books in Ukraine was about 8,000, and the circulation was about 9 million [11]. It is still less than before the war, but a positive trend is already emerging.

The book market of Ukraine faced unprecedented challenges and had to adapt to unfavorable conditions. Publishers reduced the number of editions, were forced to raise prices for book products, master new logistical approaches to delivering goods to consumers, and transform marketing strategies for their products as much as possible. It wasn't easy to create innovative products and services in such conditions. However, despite the obstacles, some publishers implemented innovative projects in the industry.

Commercialization of innovations in the book market is essential because, in such unstable conditions for publishers, the transformation of innovative ideas or technologies into a commercial product is a significant advantage that allows them to have additional income and enter new markets, thereby expanding the range of their book products and reducing resource costs on specific processes, both production and those that contribute to the promotion of goods. In such a difficult working environment, publishers are looking for new ways to develop and grow, and commercializing innovations can be one of them.

3. Categorical division of innovations in book publishing in Ukraine and their characteristics.

For a more in-depth and systematic analysis of innovations and their commercialization in the book market of Ukraine, it is appropriate to introduce a categorical division. The specifics of the publishing process include stages from planning to implementation and promotion of books [12]. Therefore, the distribution of innovations according to these stages allows for a more precise classification and analysis. Our proposal consists of determining the categorical division of innovations in book publishing, in particular, taking into account innovations in book production, innovations in filling books, as well as innovations in the field of service and promotion of books (Fig. 1). This approach allows for a deeper understanding of the nature of innovations and their impact on each stage of the life cycle of a book product, contributing to the development of more effective strategies and solutions in the field of book publishing.

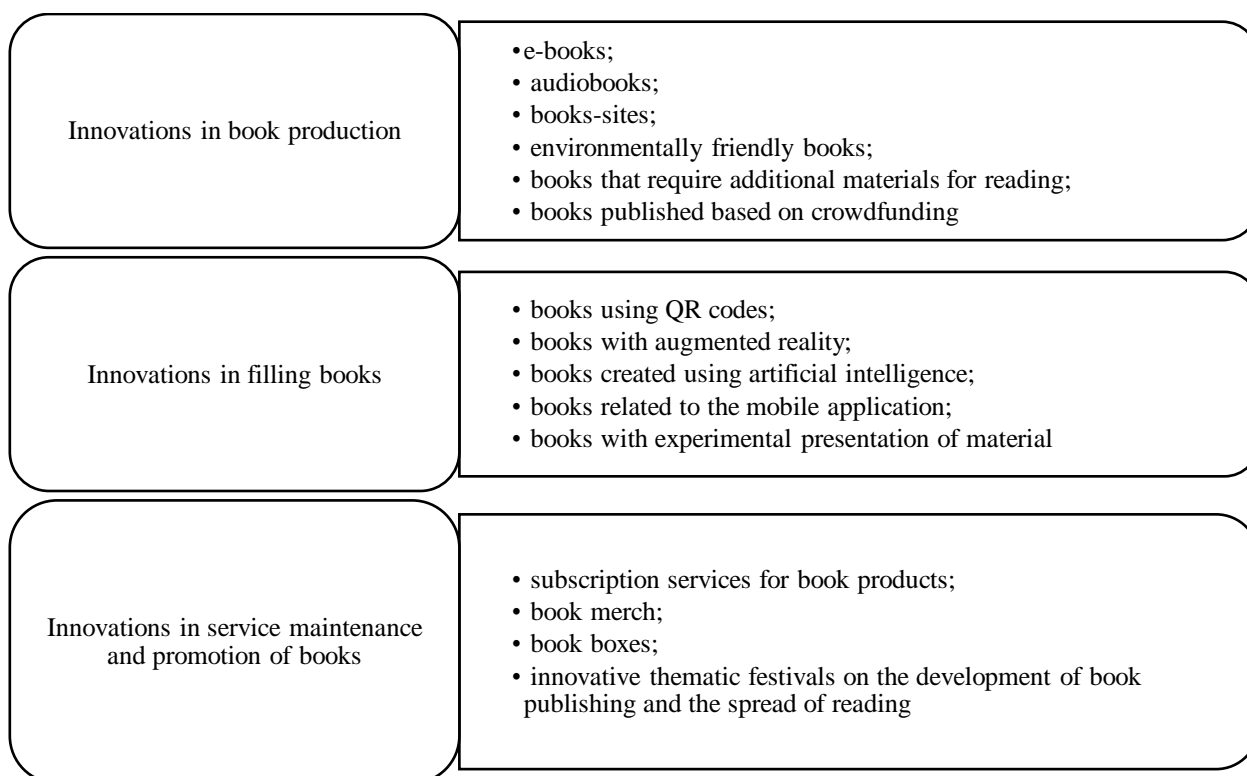


Fig. 1. Categorical division of innovations in Ukrainian book publishing

Source: created by the authors based on observations of the Ukrainian book market.

3.1. Innovations in book production.

Innovations in the production of books in Ukrainian book publishing include the introduction of new approaches to the direct creation of book products. In particular, experiments with standard and digital paper publications are becoming increasingly popular in Ukraine.

First of all, we can talk about the increasing adoption of e-books next to paper books. This segment began to grow actively with the beginning of the COVID-19 pandemic, as well as after the start of the full-scale invasion of Ukraine by Russia because, under such conditions, when access to paper books was limited, the demand for digital products increased significantly. At the same time, it can be noticed that the e-book market of Ukraine lags considerably behind the development of the markets of European and American countries, and according to publishers' estimates, it is 10,000 times smaller than the world market [13]. According to Anton Martynov, the founder of the "Laboratoriya" publishing house and the "Librarius" library, trends in the segment of electronic books in Ukrainian are positive: previously, e-books from publishers accounted for 2–5% of total sales, now the figures reach 8–15% [14]. The development of electronic book publishing can be considered innovative at the stage of the modern development of the Ukrainian book market. Books can be purchased more often on publishing houses' websites or online bookstores.

Along with electronic books in Ukraine, there is also a segment of audiobooks, which is developing much more slowly than the same segment of electronic books: according to the results of the all-Ukrainian sociological study "Reading in the context of media consumption and life design" conducted by the Ukrainian Book Institute, only 15% of respondents representing the adult population Ukrainians listen to audiobooks, while 67% of respondents read paper books, and 28% read electronic books [15]. Given this situation with audiobook demand, Ukrainian publishers are not always ready to invest their resources in audio content. When this happens, we can observe a relatively high-quality implementation of audiobooks in the Ukrainian language with the involvement of famous theater and film actors, Ukrainian artists, and T.V. presenters, such as Pavlo Zibrov, Yevhen Halych, Valery Kharchyshyn, etc. Several resources on the Ukrainian market allow you to buy and listen to audiobooks: the online library "Sluhai", the application "Abuk", the platform "AudioBooks in Ukrainian", the online library "Likhtar", the startup "LingArt" and the application "Yakaboo" [16]. Innovative activity in the audiobook segment is significantly slowed down by the phenomenon of piracy on the Ukrainian market: the report of the survey mentioned above states that the attitude of respondents to pirated content is often favorable, and many of them use free access to the necessary books if they come across it.

One of the innovative approaches to producing book products on the Ukrainian market is creating a book site. A book site contains the text, illustrations, and other elements found in a traditional book, as well as additional elements only available in electronic form, such as video, audio, and interactive elements. A website book has several advantages over a traditional book. First, it allows readers to access additional information that cannot be presented in a conventional format. Second, it will enable readers to interact with the book in new ways and can be used to create an interactive reading experience with the effect of maximum immersion in the reading process. A book site can be used for various purposes: in particular, it can be used to create a study guide, a work of art, a reference book, or any other type of book product.

An example of this type of innovation is the multimedia project "Giacomo Joyce", implemented by the "Civilization" publishing house. The project is a book site [17] based on the psychological and autobiographical essay of the famous Irish writer James Joyce. The publication combines translation of a literary work, high-quality graphic design, and thematic musical compositions, combining everything into a complete site using programming languages. The idea and design of the "Giacomo Joyce" project belong to Oleksandr Protsenko, and the curator of the publication was Roman Malinovskyi [18].

The innovation of environmentally friendly books is one of the trends in book publishing that is gaining popularity in Ukraine. This innovation is concerned with using environmentally friendly materials and technologies to produce book products. Eco-friendly books can be made from various materials, such as recycled paper, eco-friendly paints, and varnishes. The introduction of this type of innovation has a positive impact on the environment and saves production resources.

In the Ukrainian book publishing market, this technology is implemented by the Kharkiv Book Factory "Globus," a JSC "Ukrvydavpoligrafiya corporate enterprise." This factory produces 80% of products for children: the list of products of the factory includes books for babies, books for preschool and school-aged children, textbooks, school stationery, etc. [19]. In April 2018, the publishing house "Terra Incognita" became the first customer of a book produced using environmentally friendly materials. The book "Difficulties" by Taras Prokhasko [20] is made with the use of ecologically clean paper of excellent quality "Pergraphica", which is a product of the Austrian company "Mondi", and the use of triad colors from the German manufacturer "Epple". The printing was done on a "Man Roland 700" sheet offset machine designed to produce high-quality printing products.

The innovation of paper books, which require additional reading materials, deserves special attention. Books that require additional materials to read are a relatively rare approach in the creation of book products, in particular in Ukraine. While there are many advantages, including expanding the reader experience and realizing the creative vision of the team working on a specific publication, such an innovation also has drawbacks. Complicated access to material on the pages can make readers wary, as not everyone uses additional physical objects to read a particular book.

However, the Ukrainian publishing house VSL, in cooperation with the creative workshop "Agrafka" successfully implemented such a project on the Ukrainian market. It is about Maryana Savka's book "Optics of God", a collection of the author's poems with a creative visual design. In addition, the illustrations on the pages hide hidden meanings that can only be seen by looking at them through the red color filter sold together with the book. When creating the publication, adding/displaying illustrations using color filters was used [21].

Innovations and their commercialization can occur through creating full-fledged products on the book market and using innovative business models for the industry. It is about using the crowdfunding model in the publishing field, which is generally not inherent in working with books but is sometimes used. Crowdfunding is a form of collective financing in which large groups of people support projects they are interested in with small contributions. M. Zhenchenko [5] in his article emphasizes the advantages of using crowdfunding in the publishing field for publishers, such as the availability of tools for direct communication with readers and the formation of an interested community around a certain publication, the study of reader tastes and a deeper understanding of the audience. For readers, crowdfunding is a way to access books that traditional publishers might not have published.

The implementer of this innovation on the Ukrainian market is the first Ukrainian crowd-publishing platform, "Komubook" [22]. The main ideologist and founder of the project, Pavlo Shved, aims to publish in Ukrainian those books that, for one reason or another, are avoided by traditional publishing houses but may be of interest to the Ukrainian reader. The project team selects certain books based on consumer demand, estimates the cost of the publication, and places a corresponding announcement on the website. Each visitor to the site can invest a specific financial resource in publishing one or another book and later, after its publication, get their copy. "Komubook" works both with translated literature and with works of Ukrainian authors; the duration of collections varies.

3.2. Innovations in filling books.

Innovations in the filling of books in Ukrainian book publishing consist of the latest approaches to the formation of the content of a book, a combination of standard publishing techniques with the use of new forms and methods of presenting information (QR codes, augmented reality, mobile applications, use of artificial intelligence, etc.).

For such an innovation as books using QR codes, Quick Response Codes are used – these are two-dimensional barcodes that can contain text information, links to websites, videos, audio, and other digital objects. They are a convenient way to add interactive elements to books. They can be inserted anywhere in the book, and readers can scan them using a smartphone or tablet.

There are several publications on the Ukrainian market that implement QR code technology. Among them is the book "Mozart 2.0" by Dorzh Batu, published by Stary Lev Publishing House [23]. Each section of the publication is supplemented with unique QR codes that redirect the reader to specially created animated videos accompanied by the composer's works, as well as to short video stories in which the author himself talks about the atmosphere of New York, where the events in the book take place. Another way to implement the technology is to supplement the publication with thematic postcards or bookmarks; QR codes are placed not in the book but in accompanying materials. An example of such a publication on the Ukrainian market is the book "Reactors Do Not Explode: A Short History of the Chernobyl Disaster" by Ekaterina Mikhalitsina and Stanislav Dvornytskyi, published by the "Portal" publishing and Educational Project [24]. The book's leaflets contain QR codes that direct readers to additional materials for a better understanding of the historical context, as well as commentary by a psychologist and a list of questions to help parents discuss what they have read with their children.

Books with augmented reality once seemed impossible, but now they are becoming part of the book market. A.R. (Augmented Reality) technologies are used during their creation, making it possible to make books more interactive and gamified. A.R. technologies allow digital elements such as video, audio, 3D objects, and other materials to be added to paper books. It would be best to have a modern smartphone or tablet to read A.R. technology from a book.

Examples of the implementation of this innovation are the book "History of Animation: How Art Is Born" by Nikita Kravtsov, published by ArtHuss Publishing House [25], as well as the children's

book "Collection of Fairy Tales About Shells and Not Only" by Daria Palamarchuk [26]. The peculiarity of the book is that the illustrations "come to life" after pointing to a smartphone's camera with an AR-technology reading application installed on it. The images are three-dimensional, sometimes moving, which helps to make the reading process even more exciting for children and adults.

Artificial intelligence (A.I.) is increasingly penetrating various areas of our lives, and book publishing is no exception. Although the use of A.I. in the context of book publishing is a somewhat controversial topic in society, and the existing legislation is insufficient to regulate this use, books with A.I. are already appearing in the book market of Ukraine.

In particular, the Ranok publishing house published a book for children called "I want to go to Mars", which talks about the colonization of Mars by humans, and the main character is a 5-year-old boy who is very interested in the secrets of the universe. The publisher declares that ChatGPT capabilities create the book's text, and the image is by Midjourney [27]. After the book was released, active discussions began in social networks about how ethical such a book is and whether it is permissible to publish content created by artificial intelligence as a full-fledged book since such content does not have full authorship. The publisher sees A.I. as promising for development and has emphasized its desire to experiment with the formats of its books and the fact that the book has appropriate labeling that will help readers avoid reading the text generated by the network if they wish.

Readers are generally used to using applications to read e-books directly from their smartphones. Still, there is an innovative approach in book publishing when a mobile application is created for a specific book, and this application expands the reader's opportunities to receive new information and pleasure from reading. Max Kidruk's book "Until the Light Goes Out Forever" is the first in Ukraine to have such an add-on to the book that can be downloaded from the Google Play Store or App Store [28]. The application animates the book cover when you point the camera at it. When you point at the icons on the book's pages, you can access additional stories that deepen the plot or excerpts from the main character's diary. The app also provides access to a chatbot that allows you to communicate with the characters.

Given the technological development, it is unsurprising that filling paper books is often associated with additional digital materials. Still, experiments with traditional approaches in book publishing also exist. Unique combinations of book text presentation styles, experiments with visualization on pages, or in the book layout process can also be considered innovative and help create exciting book products.

"The Art of Living During Chemotherapy" by Alyona Vorobyova [29] may seem like an ordinary book. Still, the publication combines several types of information at once: the book contains many photos, the author's diary, correspondence in messengers, posts on social networks, and communication with psychotherapists. Based on the type of content on the pages, an appropriate material presentation method was chosen: standard text printing is used for a typical story, and the aesthetics of digital media are preserved for posts or messages from social networks. The book combines traditionality and digitalization even without additional communication with digital technologies through Q.R. codes or augmented reality.

3.3. Innovations in in-service maintenance and promotion of books.

Service and book promotion are important aspects of book publishing that affect the success of books in the market because publishing books in innovative formats are not enough to generate profit, and innovations themselves can be implemented and commercialized not only through the creation of the product itself but also during the provision of services related to the product.

Subscription services for electronic book products are an innovation in book publishing with several advantages. They allow readers to access a wide selection of e-books and audiobooks for a fixed price. It can be especially beneficial for readers who like to read a lot and do not want to spend much money building a home book collection. Book subscription services can also promote reading by making books more accessible and encouraging them to read or listen to more books.

For example, the service "Abuk" embodied the innovation of creating a service exclusively for selling audiobooks on the Ukrainian market. Still, the formation of a subscription system is only in the plans. In the Yakaboo app, audiobooks can be accessed with a monthly subscription and by purchasing the desired editions separately.

Book merch is merchandise related to a specific book or series of books. It can cover clothing, accessories, souvenirs, and other items. Book merch is an innovative way to keep people interested in books. It allows readers to show their love for a particular book or book series and helps promote books to a new audience. Book merch can be produced by publishing houses and by individual companies focused on producing souvenir book products. Publishers usually release merch related to their most popular books, while independent companies may release merchandise related to books they and their audience like. Sometimes, publishers cooperate with such small companies and create joint products. Creating merch based on specific books requires a license from the copyright holder, just like publishing a book.

For example, on the website of the publishing house "Vivat" there is a separate page with book merch [30], where readers can purchase as souvenirs (bookmarks, overlays, foams, postcards, stickers, socks, shopping bags, t-shirts) to translated literature, as well as to the works of Ukrainian authors. Among the independent companies engaged in book merchandising in Ukraine are "Manor" [31] and "Warlock and Co." [32].

Book boxes are another innovation in book promotion that is gaining popularity among readers. Book boxes contain books and other book-related items such as merch, souvenirs, ambiance or decor items, and sweets or other goodies. Book boxes can be thematic or universal, distributed by subscription and individually. Thematic book boxes are usually dedicated to a particular genre, topic, or author. Universal book boxes contain books of various genres and topics. In Ukraine, the company "Book Boxes from the White Rabbit" [33] creates book boxes.

Book festivals are an essential tool for popularizing reading and book publishing. They allow readers to learn new books, authors, and publishers. In recent years, there has been an increase in the popularity of thematic book festivals in Ukraine. These festivals are dedicated to a particular genre, topic, or author. They offer readers a variety of events, such as meetings with authors, book presentations, readings, workshops, discussions, and more. Innovative activity is possible during this type of event, contributing to public interest in the literary sphere. Book festivals are an essential cultural platform where readers can get acquainted with current trends and innovations in the book industry, and publishers can share their experiences or form partnerships.

A vivid example of innovative activity during book festivals is the "Translatorium" - the only literary and translation festival in Ukraine dedicated to the artistic translation of books, which is held every year in Khmelnytskyi [34]. The festival includes an exhibition of visual poetry, talks with literary analysts, choreographed production based on the books, workshops from writers and translators, and many spaces for discussions and debates.

4. Support of innovative activity and prospects for its development in Ukraine.

Implementation of innovative activities is a somewhat complex process. The Ukrainian book publishing market is quite conservative. Therefore it is challenging to introduce innovations into the activity: publishers usually adhere to standard ways of publishing books that do not add risks to their activity, and manifestations of innovation in the process of production, filling and further promotion of products are instead exceptions than general practice. Therefore, to activate and stimulate innovative activity in Ukraine, contests and awards were created, such as the "Book of the Future" contest, which was held as part of the "Book Space" festival [35]. The competition focuses on finding and supporting publishers implementing innovative technologies while creating their book products. It promotes the dissemination of information about new approaches to the implementation of both paper and digital editions among readers and other publishers.

Taking into account the current situation in the market, we identified the following perspectives of innovative activity in Ukrainian book publishing:

- an increase in the number of publications in electronic and audio formats, as well as an increase in revenues for publishing houses from the sale of such books;

- experimentation with the visual design of paper books, their layout, or the choice of materials for printing, in particular, the use of ecologically clean raw materials in the production process;
- development of digital editions in the format of book-sites for the publication of poetry or short prose;
- further use of crowdfunding for publishing translated literature and broader application of this business model for publishing books by Ukrainian authors;
- use of QR codes, augmented reality, and mobile applications with more paper publications;
- the increasing development of A.I. with its application to the creation of books and the potential development of a regulatory framework that will control the use of artificial intelligence in book publishing;
- development of existing services for the distribution of electronic and audiobooks and the creation of new platforms for this;
- increasing the number of merch and other related products for published books;
- holding new innovative thematic book festivals in Ukrainian cities.

CONCLUSIONS

Summarizing the above, we can conclude that there is innovative activity in the book market of Ukraine, but it is not actively conducted. Ukrainian publishing houses are conservative and not ready to introduce innovations if this creates too many additional risks. However, some large publishing houses, such as VSL, and several small experimental publishing houses are implementing interesting, innovative projects in the field. Innovations and their commercialization can be traced not only in the finished products but also in business models, additional services, and book promotion services on the Ukrainian market. Innovative activity on the market requires a more complex approach and further investment of resources both in the innovative activity itself and the information campaigns accompanying it.

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