

UDC 655.3.022.11

© **Anna Novytska, Denis Ikonenko**, masters, Educational and Scientific Printing and Publishing Institute Igor Sikorsky KPI, Kyiv, Ukraine, 2022 y.

Scientific supervisors: N. L. Talimonova, PhD in Engineering Sciences, Associate Professor; K. O. Chepurna, PhD in Engineering Sciences, Associate Professor, Educational and Scientific Printing and Publishing Institute Igor Sikorsky KPI

## **IMPACT OF THE CORONAVIRUS PANDEMIC IN PUBLISHING INDUSTRY**

*The paper is devoted to analysis of the printing and publishing industry's state during the global crisis caused by the COVID-19 virus widespread, and changes in consumer behavior and preferences in the period 2020–2021.*

**Keywords:** *printing; publishing; coronavirus; industry.*



*Проведено пошук інформації про стан видавничої справи та проаналізовано напрями у галузі під час кризової ситуації 2020–2021 рр.*

**Ключові слова:** *друкування; видавнича справа; коронавірус.*

The sphere of publishing as a whole had suffered immense damage in two last years, because wide spread of COVID-19 virus and global pandemic. The impact of COVID-19 on different industries, markets, and segments of society has varied widely. Book publishers, overall, fared well in this period, escaping many of the COVID-inflicted disruptions faced by several other sectors. Differences in adaptation strategies for the branches of industry are quite prominent.

The main task is to find and analyze data about state of publishing industry and its different parts in period of global crisis, such as an outbreak of COVID-19 virus. Look for changes in usual customers consumption preferences in that time.

The methodology is based directly on secondary research. Publicly available sources produced during the pandemic, including articles, studies, blogs and other resources showed compound results. To this review of recent coverage, we have added our own perspectives and takeaways regarding the implications for the book publishing industry, including trade, educational, and, to a lesser extent, academic [1]. If we take an example of content consumption during pre-COVID-19, younger adults were the internet era advocates. They clearly prefer digital technology for consuming content anytime, anywhere, and on multiple devices. With reduced newspaper circulations, closed bookstores, and limited availability of print editions — consumers that are more senior too were aligned to this. Even generation alpha is not left untouched, with schools taking remote classes and playgrounds being replaced by online media or books [2].

Widespread of COVID-19 is accelerating innovation that was developing in industry. New problems have led to new decisions in core of the newspaper and magazine business. The fundamentals have not changed, but had an overvaluation process. The market in local news is broken and there is no editorial solution to the commercial problems of publishing; the sooner you can make digital pay, the better; and revenue direct from readers will always, always be preferable to that from advertisers [3].

In summary, search for information about state of industry was concluded. In addition, different sides of publishing in general was analyzed in the moment of distress.

#### References:

1. Guren, C., Mclroy, T., & Sieck, S. (2021, February 19). COVID-19 and Book Publishing: Impacts and Insights for 2021. *Publishing Research Quarterly*, 37, 1–14. Retrieved from [https://link.springer.com/article/10.1007/s12109-021-09791-z?error=cookies\\_not\\_supported&code=cf562344-3519-449c-809b-6c0be351806e#citeas](https://link.springer.com/article/10.1007/s12109-021-09791-z?error=cookies_not_supported&code=cf562344-3519-449c-809b-6c0be351806e#citeas) [in English].



2. Gupta, D. (2020). COVID-19: Impact on the publishing industry and the new normal. *Nagarro*. Retrieved from <https://www.nagarro.com/en/blog/publishing-industry-covid19-impact-new-normal> [in English].

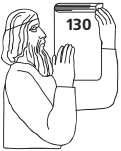
3. Rajan, A. (2020, April 16). How coronavirus infected publishing. *BBC News*. Retrieved from <https://www.bbc.com/news/entertainment-arts-52299925> [in English].

УДК 658.512.2:7.05

© **Катерина Єлфімова**, магістрантка, НН ВПІ КПІ ім. Ігоря Сікорського, м. Київ, Україна, 2022 р.

Науковий керівник: О. І. Бараускене, канд. техн. наук, доц., НН ВПІ КПІ ім. Ігоря Сікорського

### **ВПЛИВ ПАНДЕМІЇ НА РИНОК ВИГОТОВЛЕННЯ КОРПОРАТИВИХ ПОДАРУНКІВ**



*Проаналізовано ринок сучасних корпоративних сувенірів, які використовувалися під час COVID-19.*

*Ключові слова: пандемія; корпоративні подарунки; емпатія; білова продукція.*

*The article presents an analysis of the market of modern corporate souvenirs used during COVID-19.*

*Keywords: pandemic; corporate gifts; empathy; white products.*

У багатьох компаніях більшість працівників зараз працюють із дому. Через цю зміну місцеположення вручення корпоративних подарунків повністю змінилося, позаяк компанії повинні знайти своїх клієнтів та співробітників і визначитися, як найкраще надсилати їм презенти. Категорії подарункових предметів, які підходять під час пандемії, наразі можуть мати підвищені ціни, бути в дефіциті, або взагалі розпроданими, тому терміни та планування є ключовими.

Зараз найкращий час для піднесення морального духу. Щастя підвищує продуктивність бізнесу працівників