

# **CONSOLIDATED MARKETING INFORMATION RESOURCE OF LVIV POLYTECHNIC PUBLISHING HOUSE**

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This paper studies the methods of modeling of consolidated marketing information resource at the Lviv Polytechnic publishing house bookselling chain.

The notion of information resources consolidation is associated with the need to make effective decisions using modern information technology.

While working with large volumes of data their image and visibility plays an important role, thus increasing work efficiency and quality. Consolidated marketing information resource at the Lviv Polytechnic publishing house bookselling chain helps to promote its business opportunities and increases its competitive edge.

The obtained results that are of scientific value help to demonstrate further need to develop consolidated marketing resource activity at bookstore chain of Lviv Polytechnic.

We stress the following aspects:

- the consolidation of information resources of marketing activity at bookstore chain of the Lviv Polytechnic publishing house is developed for the first time;

- simulation of the information system based on information resources consolidation.

The author of the presented paper reports the information system development. The model of bookselling which is the alternative to the existing one and provides time economy and boost of work quality is proposed through resource consolidation.

Obtained results can be of practical value in registering information on books and their publishing houses at the Lviv Polytechnic publishing house. Besides, findings give the possibility to conduct a full and comprehensive analysis of data and ensure the information access without delay. The profitability of cooperation analysis can be conducted by the system as well as the provision of the necessary information on request in the form of a spreadsheet, reports.

Keywords – the publishing house of Lviv Polytechnic, bookselling network, consolidated information resource, marketing activity.