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**MODELING METHOD IN ESTIMATION OF INNOVATIVE  
ADVERTISING STATE REGULATION EFFICIENCY**

The estimation of innovative advertising state regulation efficiency becomes more and more actual and necessary nowadays, considering active rates of the advertising market development. Nevertheless, according to dynamic growth of advertising activity sphere, the increase in quantity of various advertising legislation infringements is observed. Proceeding from it, the construction of effective model of an estimation of innovative advertising state regulation efficiency is actual and necessary.

Questions of advertising activity state regulation were investigated in scientific works of such scientists, as: V. D. Bakumenko, A. G. Grinko-Guzevska, L. A. Mikitenko, E. V. Romat, A. V. Strelnikov, etc.

Nevertheless, the question of innovative advertising state regulation efficiency estimation remains not investigated till now

The purpose of the given article is construction of model of innovative advertising state regulation efficiency estimation.

The model of estimation of innovative advertising state regulation efficiency by combination of key financial and not financial aspects of the approach «Balanced system of indicators» and the concept of elimination of functioning lacks, which is the basis of «Six sigmas» approach, is constructed in the article. In particular, the choice of methods of estimation of efficiency of innovative advertising state regulation is proved. The model of estimation of efficiency of functioning of the state enforcement authorities concerning regulation of innovative advertising is constructed. The received results are a basis for the subsequent reengineering of innovative advertising state regulation.

Thus, during carrying out of the given research such conclusions have been received.

1. The substantiation of a choice of methods of innovative advertising state regulation efficiency estimation has allowed to choose a combination of the approaches «Six sigmas» and «Balanced system of indicators», considering possibility of their successful application in state regulation sphere by harmonious association of key financial and not financial aspects of the approach «Balanced system of indicators» with

the concept of functioning lacks elimination, which is the basis of the «Six sigmas» approach.

2. The model of estimation of efficiency of state enforcement authorities functioning concerning regulation of innovative advertising, which represents the treelike diagram of communications, which displays existing lacks of public authorities functioning concerning innovative advertising regulation is constructed, considering such indicators as: finance, clients (citizens), business processes, training and development. The given model gives a possibility of the evident analysis of state institutes functioning lacks concerning innovative advertising regulation, considering all the directions of activity.

The received results are a basis for the further reengineering of innovative advertising state regulation.