

CONCEPTUAL FOUNDATIONS OF DIAGNOSING CONSULTING PROJECTS FOR ENTERPRISES

Bortnikova M.H.

Senior Instructor at Department of Foreign Trade
and Customs Activities,
Lviv Polytechnic National University

Stasiuk N.R.

Assistant Lecturer at Department of Foreign Trade
and Customs Activities,
Lviv Polytechnic National University

In the current economic conditions, domestic enterprises face the problem of improving resource efficiency and, consequently, increasing the role of intellectual assets to ensure the long-term success of businesses, growing need for modern management tools and techniques, such as diagnostics. All this creates objective prerequisites for strengthening the role of consulting services, which are often not implemented in the form of advice but in the form of consulting projects. The main objectives of the implementation consulting project for the company and consultant – to determine specific results and directions of work to ensure problem-solving and the development of a mechanism for the implementation of recommendations to accomplish the total implementation of the planned measures.

Problems of research conceptual foundations on diagnostics are investigated in the writings of many scientists. However, the

analysis of publications shows a lack of characteristic elements of the system diagnostics. Therefore, there is a need in the formulation and justification of the concept of diagnosing consulting projects for enterprises.

The studies make it possible to form the main components of diagnosing consulting projects for enterprises: basic principles of diagnosis consulting projects; subjects of diagnosing consulting projects; diagnostic purpose and the main task; technology for diagnosing the procedures of consulting projects; methods and techniques; indicators and object of diagnosing. The result of the implementation of all diagnostic procedures is the formation and approbation of optimal management decisions for the realization of consulting projects.

Diagnosing consulting projects for companies involves identifying the characteristics of the enterprise to determine the feasibility and effectiveness of projects.