

# THE ROLE OF INTERNATIONAL CONSULTING IN THE DEVELOPMENT OF THE NATIONAL MARKET OF THE CONSULTING SERVICES

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Global consulting services market is formed and transformed under the influence of dynamics of world business tendencies accompanied by the use of fundamentally new information and consulting technologies, which serve as the basis for qualitative development of modern consulting business, transformation of business processes of TNCs and diversification of the structure of consulting services and products at the expense of the innovative component.

The tendency to strengthen globalization and to institutionalize the consulting services offered by the largest firms does not exclude the possibility of functioning in the market of small and medium specialized companies that are more competitive on national markets. At the same time, there is a great potential for growth for the transnational leaders of global consulting. Their development is increasingly associated with the change of generations of information technology, the evolution of marketing technologies, the modernization of consultant-client relations, capitalization of intellectual capital. The consequences of globalization processes in the consulting services market are the domination of large transnational consulting companies, increased competition in the market, reorientation of the business activity of small consulting companies in the area of solving narrow issues of dynamic national markets, aimed at the specifics of the domestic economy.

The development and structure of the global consulting market are influenced by such transnational factors as liberalization of international economic relations, increased competition in national and regional consulting markets, opening of consulting markets in transition economies, breakthrough of innovative technologies in consulting business and orientation of consulting companies to reduce transaction costs, convergence of economic policies of developed countries.

Given the changing business trends, more and more Ukrainian companies come to understand the importance and need for consulting services. Therefore, domestic consulting companies need to focus their efforts on prospects that will effectively affect the business and the economic situation of the country as a whole. At the same time, the success of consulting organizations in Ukraine largely depends on their readiness for innovation, the adaptation of the set of services to the needs of customers, the search for new products and markets, the application of new methods of intervention and changes in the implementation of consulting proposals. The future of consulting is inextricably linked to increased professionalism of consultants, high quality of execution of orders, compliance with ethical standards that can meet the needs of clients, increase the share of Ukrainian companies in providing services and their access to world markets.