

Inna Cherneha
Uman National University
ORCID <https://orcid.org/0000-0001-5573-8617>

Oleksandr Nepochatenko
Uman National University
ORCID <https://orcid.org/0000-0001-5049-983X>

THE IMPACT OF STATE ECONOMIC POLICY ON THE FORMATION AND DEVELOPMENT OF THE CONSULTING SERVICES MARKET AMIDST ECONOMIC DIGITALIZATION, EUROPEAN INTEGRATION PROCESSES, AND MARTIAL LAW

The article examines the impact of state economic policy on the formation and development of the consulting services market in Ukraine amidst contemporary socio-economic transformations, economic digitalization, European integration processes, and martial law. It establishes that the effectiveness of state economic policy directly determines the institutional conditions for the consulting sector's operation, as well as its level of competitiveness, innovativeness, and integration into the international economic space.

The study analyzes key instruments of state regulation influencing the development of the consulting services market, including tax, investment, innovation, digital, regulatory, and antimonopoly policies. It is determined that state support for small and medium-sized enterprises, the digitalization of public administration, the development of public-private partnership mechanisms, and the stimulation of innovation activities generate additional demand for professional consulting services.

Particular attention is paid to contemporary challenges facing the development of the consulting market—challenges linked to the military aggression against Ukraine, the transformation of enterprise business models, post-war economic recovery, and adaptation to European Union standards. It is argued that state economic policy should aim not only at regulatory intervention but also at fostering a favorable institutional environment for the development of consulting activities as an integral part of the national innovation system.

Directions for improving state economic policy are proposed, involving the development of digital infrastructure, support for innovative enterprises, the promotion of consulting service exports, the harmonization of the regulatory framework with European Union legislation, the expansion of state support mechanisms for consulting activities, and the creation of a modern ecosystem of professional business services.

Thus, the conducted research has enabled a comprehensive assessment of the impact of state economic policy on the formation and development of Ukraine's consulting services market amidst modern economic transformations, digitalization, European integration, and martial law. The findings confirm that the consulting sector is a vital component of the national economic infrastructure, facilitating knowledge

transfer, enhancing enterprise management efficiency, driving innovation, and strengthening the competitive advantages of business entities.

The results of the analysis confirm that state economic policy acts as a fundamental driver in the development of the consulting services market. An effective combination of tax, investment, digital, innovation, and regulatory policy instruments fosters a favorable institutional environment, stimulates demand for professional consulting services, and creates the prerequisites for enhancing the competitiveness of Ukraine's consulting sector amidst European integration and post-war economic recovery.

Keywords: state economic policy; consulting; consulting services market; state regulation; innovative development; digitalization; competitiveness; entrepreneurship; European integration; state support for business; martial law.