

MECHANISM OF STATE POLICY FOR THE FORMATION AND DEVELOPMENT OF THE CONSULTING SERVICES MARKET

The article examines the theoretical and practical foundations of the mechanism of state policy for the development of the consulting services market in Ukraine under the conditions of contemporary economic transformations. It is substantiated that consulting services constitute an important element of the intellectual infrastructure of the economy, facilitating the dissemination of modern managerial knowledge, innovative technologies, and effective management practices, thereby enhancing the competitiveness of business entities and fostering the development of human capital. The role of the state in creating a favorable institutional environment, developing professional infrastructure, and ensuring the effective functioning of the consulting services market is determined.

The main components of the state policy mechanism are analyzed, including the regulatory, institutional, organizational, and economic support for the development of consulting activities. It is established that the effectiveness of state policy largely depends on the level of cooperation among public authorities, businesses, research institutions, higher education institutions, professional consulting associations, and other market participants. Particular attention is paid to the development of professional self-regulation, the introduction of a professional certification system for consultants, the implementation of international quality standards and codes of professional ethics, as well as the establishment of mechanisms for evaluating the effectiveness of consulting services.

The study substantiates the necessity of improving the regulatory and legal framework, promoting public-private partnerships, supporting professional associations, creating financial incentive mechanisms to facilitate the use of consulting services by small and medium-sized enterprises, developing digital infrastructure, and integrating the Ukrainian consulting services market into the international professional environment. It is demonstrated that the implementation of the proposed directions of state policy will contribute to improving the quality of consulting services, fostering innovation, strengthening the professional capacity of the consulting sector, creating a transparent and competitive market environment, and increasing trust in the consulting market. The practical significance of the obtained results lies in their applicability to the development of the national strategy for the consulting services market, the improvement of state regulatory mechanisms, and the formation of a modern model for the functioning of Ukraine's consulting market in accordance with European standards.

Keywords: services, consulting, consulting services market, economic development, mechanism, state regulation.