

Maryna Tatar

National Aerospace University «Kharkiv Aviation Institute», Ukraine

MULTI-CRITERION MODEL OF RATING EVALUATION OF CONSULTING COMPANIES' ACTIVITIES

The article considers the theoretical and methodological principles and practical aspects of assessing the activities of consulting companies in the context of increased competition and increasing requirements for the quality of consulting services. The current state of the consulting services market is analyzed, in particular, global and national ratings that reflect the level of prestige and competitiveness of companies. It is determined that a feature of the current stage of development of the industry is the growth of the role of complex consulting solutions that combine strategic planning, financial analysis, digital transformation, risk management and increased operational efficiency.

A multi-criteria model for rating assessment of consulting companies is proposed, which is based on the use of the multi-criteria decision-making analysis approach and the method of hierarchy analysis. A hierarchical system of criteria has been developed, covering financial, client, operational, innovative, reputational, personnel, strategic and risk-oriented aspects of activity. The evaluation procedure has been formalized, which includes the stages of defining goals, forming a system of indicators, data normalization, determining weighting factors and calculating an integral rating. Within the framework of the model, the calculation of local and global weights of criteria is presented, which allows us to quantitatively assess their contribution to the formation of an integral indicator. The integral rating is determined by aggregating normalized values of indicators taking into account their weights, which ensures the comparability of results and the objectivity of the ranking of companies. The proposed approach ensures the complexity, objectivity and comparability of the evaluation results, and also allows us to rank consulting companies, identify their competitive advantages and weaknesses and conduct benchmarking.

The practical significance of the results obtained lies in the possibility of applying the developed approach to form ratings of consulting companies, support management decision-making, selection of partners and determination of strategic directions of development, taking into account the multifactorial influence of the modern business environment.

Keywords: consulting companies, rating assessment, multi-criteria model, method of hierarchy analysis, consulting efficiency, system of criteria, benchmarking.