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MODERNIZATION OF THE CONSULTING SERVICES MARKET THROUGH THE IMPLEMENTATION OF DIGITAL TECHNOLOGIES AND NEW BUSINESS CONSULTING MODELS

The article examines the current content and structure of the consulting services market in the context of the digitalization of the economy. Particular attention is paid to the systematization of types of consulting and the clarification of their functional content. Based on the generalization of theoretical approaches and practice of consulting activities, a classification of types of consulting was formed, which includes strategic, operational, financial, IT, HR, marketing, legal, investment, environmental, digital, risk, cyber and other types. The study analyzed the content of each type of consulting, its main functions and range of services, which allowed to reveal the current structure of the consulting market and trends in its functioning.

As a result of the study, it was established that the development of the consulting services market is accompanied by its diversification and the emergence of new specialized areas, in particular digital consulting, cyber consulting, etc. Military consulting was analyzed separately, as it is becoming increasingly relevant under conditions of martial law and could emerge as a promising direction for market development, provided that appropriate institutional support is established.

It is determined that modern consulting is being transformed under the influence of digitalization, which is manifested in the transformation of traditional approaches to service provision, the expansion of the range of services and the growth of the role of technological solutions. In particular, there is a transition from the classical, consulting and recommendation model to integrated digital solutions that include data analytics, business process automation, the use of digital platforms and remote formats of interaction with clients.

Keywords: consulting, consulting services market, digitalization, digital transformation, consulting companies, business models, economic development.