

CONSULTING SERVICE MARKET

Guliyeva Gulnara Fakhraddin
Azerbaijan State Agrarian University
Turabova Gulnara Sabir
Ganja State University

Annotation: *The development of science and technology and the improvement of technological processes have led to an increase in demand for services for the development of new management systems, databases, customer relationship management systems, and the introduction of new financial technologies. Consumers of consulting services are often interested not just in satisfying their information needs, but in a comprehensive solution to the problem of effective enterprise management. Consulting companies are usually companies that provide consulting services. The consulting market can be defined as a socio-economic phenomenon that regulates supply and demand to ensure the purchase and sale of a consulting product at a given time and place. In other words, the consulting market is the sphere of manifestation of economic relations between producers and consumers of a consulting product.*

Key words: management system, consulting product, consulting services.

Ключевые слова: система управления, консалтинговый продукт, консалтинговые услуги.

Açar sözlər: idarəetmə sistemi, konsaltinq məhsulu, məsləhət xidmətləri.

Consulting today has a broader meaning and includes the provision of intellectual services - from process management to the development and implementation of computer systems. Consulting services in many countries are an important factor in the functioning of market entities. The development of science and technology, the improvement of technological processes have led to an increase in demand for services for the development of new management systems, databases, customer relationship management systems, and the introduction of new financial technologies. Consumers of consulting services are often interested not just in satisfying their information needs, but in a comprehensive solution to the problem of effective enterprise management [1].

Consulting companies are usually companies that provide consulting services. Consulting companies in Azerbaijan provide various consultations. Basically, these services may include legal consulting, tax consulting, accounting services, business consulting, technical security consulting services and other services. Obtaining advice from outside companies on topics requiring specialized knowledge may in some cases be a requirement of internal company policy, in other cases it may be a practical necessity.

Consulting companies primarily provide advice and recommendations based on accumulated experience and specialized knowledge, without guaranteeing the results of their services.

The services market is one of the most dynamically developing markets and represents a set of economic relationships between subjects of the services market related to the purchase and sale of various services.

Azerbaijan's transition to market relations and the associated economic, social, political and legal changes have a direct impact on the formation and development of the services market. The republic has increased the volume of services typical for countries with market

economies, such as banking services (Internet banking), financial services, insurance services, auditing and consulting services, legal services, real estate services and tourism services [2].

The consulting market can be defined as a socio-economic phenomenon that regulates supply and demand to ensure the purchase and sale of a consulting product at a given time and place. In other words, the consulting market is the sphere of manifestation of economic relations between producers and consumers of a consulting product. In the case when the economic interests of suppliers and users of the consulting product coincide, an act of purchase and sale of the consulting product occurs. The following can be identified as the fundamental functions of the consulting market:

1) determining the cost and consumer value of the consulting product;
2) organizing the process of most optimally bringing the consulting product to the consumer;

3) providing, from an economic point of view, material incentives to work.

The main reasons for attracting consultants to an organization are:

- the current workload of company managers, which prevents them from independently solving global development problems and assessing the company's crisis problems at the current level of knowledge;
- the desire to obtain an assessment of what is being done in the organization by independent objective experts;
- the need to constantly improve production and business efficiency in conditions of fierce competition and increasing complexity of management problems;
- lack of a clear and effective information support system in the field of legal and economic regulation;
- integration into the global economic community, internationalization of requirements and standards;
- the need to initiate changes in the organization;
- overcoming stereotypes in solving existing problems;
- training of personnel in new management technologies;
- overcoming a crisis if it occurs in an organization, identifying problems and providing executive assistance to solve them.

Literature

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РЫНОК КОНСАЛТИНГОВЫХ УСЛУГ

Гулиева Гюльнара Фахраддиновна, Турабова Гюльнара Сабир кызы

Резюме

Развитие науки и техники, совершенствование технологических процессов привели к увеличению спроса на услуги по разработке новых систем управления, баз данных, систем управления взаимоотношениями с клиентами, внедрению новых финансовых технологий. Потребители консалтинговых услуг зачастую заинтересованы не просто в удовлетворении своих информационных потребностей, а в комплексном решении проблемы эффективного управления предприятием. Консалтинговые компании – это, как правило, компании, предоставляющие консультационные услуги. Рынок консалтинга можно определить как социально-экономическое явление, регулирующее

спрос и предложение для обеспечения покупки и продажи консалтингового продукта в определенное время и в определенном месте. Другими словами, рынок консалтинга – это сфера проявления экономических отношений между производителями и потребителями консалтингового продукта.

KONSALTINQ XİDMƏTİ BAZARI

Quliyeva Gülnara Faxrəddin qızı, Turabova Gülnara Sabir qızı

Xülasə

Elm və texnikanın inkişafı, texnoloji proseslərin təkmilləşdirilməsi yeni idarəetmə sistemlərinin, məlumat bazalarının, müştərilərlə münasibətlərin idarə edilməsi sistemlərinin inkişafı, yeni texnologiyalarının tətbiqi üçün xidmətlərə tələbatın artmasına səbəb olmuşdur. Konsaltinq xidmətlərinin istehlakçıları çox vaxt yalnız məlumat ehtiyaclarını ödəməkdə deyil, həm də müəssisənin effektiv idarə edilməsi probleminin kompleks həllində maraqlıdırlar. Konsaltinq şirkətləri adətən konsaltinq xidmətləri göstərən şirkətlərdir. Konsaltinq bazarı müəyyən vaxt və məkanda konsaltinq məhsulunun alqı-satqısını təmin etmək üçün tələb və təklifi tənzimləyən sosial-iqtisadi hadisə kimi müəyyən edilə bilər. Başqa sözlə, konsaltinq bazarı konsaltinq məhsulunun istehsalçıları və istehlakçıları arasında iqtisadi əlaqələrin təzahür sferasıdır.

Rəyçi: dosent Məmmədova Vəfa Qəmbər

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