

PROBLEMS OF CONSULTING SERVICES MARKET DEVELOPMENT IN RUSSIA

E. D. Roo

Institute of Humanities, Social Sciences and Technologies

Scientific advisor: O. B. Stupnikova, senior teacher

Language advisor: O. B. Stupnikova, senior teacher

Abstract: This article highlights the stages of origin, development and current state of the consulting services market in Russia. Author analyzes the theoretical basis for the advisory business and the laws of its functioning. On the basis of the data presented by the author general conclusions are made and given the assumption about the prospects of the Russian market consulting market.

Key words: Russia consulting services market, current state, processes, management, development, marketing.

Today it is a typical situation for developed countries when the leaders of even the largest corporations make strategic decisions based on the recommendations of independent consultants. Even public authorities are not the exception any longer. Even companies that have the status of reliable use the services of consulting firms because they want to be better by improving their job or refocusing its activities on more perspective and profitable business.

In comparison with the American or European consulting firms, which birth was in 1930's, and flowering - in the 1950-1970's of the last century, the age of the Russian consulting market is really quite modest - 18-20 years. The volume of Russian consulting market has reached an absolute maximum in 2008. Total revenues of the top 150 consulting companies in Russia totaled almost 77 billion rubles. (Шевченко, 2010)

Today there are about 3,000 consulting companies in Russia, but only one out of ten of them are active on the market. More than a third of all consulting services in Russia are the Moscow consultants. (Консалтинг: итоги 2012 года [сайт]. URL <http://expertsib.ru/konsalting-itogi-2012-goda.html>)

According to current data my hypothesis is that today the market of consulting services continues to grow (data of 2008 are exceeded already). The main growth will be in the management and financial advisory services due to the unpredictable state of the financial markets and the expectation of a new crisis in the nearest future.

Consulting resolves administrative, economic, financial and investment institutions, strategic planning, optimizing the overall performance of the company, business, research and prediction markets, price movements questions, etc. Thereby, we can summarize that the consulting - a kind of intellectual activity, whose main task is to analyze, to justify the prospects of the development and use of scientific, technological, organizational and economic innovation in view of the subject area and the customer's problems.

Consulting services can be carried out not only in the form of advice, recommendations and joint decisions, but also by fulfilling specific technical or organizational functions. These services include: auditing, accounting services, recruitment, engineering; PR; investment banking; training. These areas do not involve direct consultations, but also find themselves served on the basis of professional and academic skills.

The market of consulting services - a set of economic, administrative, institutional and socio - psychological relations arising in the process of creating, sharing and implementation of intellectual capital (knowledge, experience, information and intellectual property) used by consultants for improving the efficiency of domestic enterprises and increasing of individual productivity. Consulting services market has a number of specific features that determine a specific approach to business and marketing activities designed to meet the demand.

The main features of the consulting services include:

1. High dynamic market processes. It is connected with both the dynamic nature of services demand (which incurred to significant influence of the time factor) and the dynamics of supply on the market.

2. Territorial segmentation. Forms of services, demand and conditions of the functioning of enterprises depends on the characteristics of the service area covered by the specific market. Therefore, territorial (geographical) criterion is crucial in this situation.

3. Locality. This consultancy market feature is also due to the influence of territorial specificity. The market is localized within the territorial entities, although the extent of these formations may be different.

4. The high rate of capital turnover. It is the consequence of a shorter production cycle and as one of the main benefits of business in general in the service sector.

5. High sensitivity to changing market conditions. It is caused by the inability of storage, warehousing and transportation of consulting services and as a rule by the temporal and spatial coincidence of their production and consumption.

6. The specific nature of the organization of production consulting services. Producers of services are typically small and medium-sized enterprises in various fields. With its greater mobility, these enterprises have a large opportunity to respond flexibly to changing market conditions. Furthermore, they tend to be more effective in the local market.

7. The specific nature of the process of consulting services. This specificity is due to the personal contact of the producer and the consumer. Such contact, on the one hand, creates the conditions for the expansion of communication links, but on the other hand, increases the requirements for professional qualifications qualities such as experience, ethics, and the general culture of the manufacturer.

8. The high degree of differentiation of consulting services.

Consulting services market is defined by the stage of economic development of the country. Currently, there are two very important processes on Russia's consulting market. First one: the country has a large investment funds that are invested in domestic companies. There is a formation of holding companies, integrated structures in various sectors of the economy. That's why estimated services and services for pre-investment audit are demanded. On the other hand, quite a few years of rapid economic development has led many businesses to the emergence of a certain conflict between the level of economic development of the enterprises and the level of management in their organizational structures. In this regard, there is a significant demand for business consultants who help build the existing business. These are consulting services for setting management system (basically, this is a financial management systems), to improve the organizational structure of the enterprise, the establishment of business processes.

In general, it is now possible to clearly distinguish two dominant categories of customers in the Russia. The first group includes the largest companies and organizations that are characterized by its strategic business planning, so they often interested in the services of consultants. To the second group not the large firms can be attributed by tend to use the services of consultants when they find themselves in a rather critical situation. However, the general trend of the market is a gradual increase in demand as we move to a civilized model of doing business. Many managers do not dare to take responsibility for management decisions, by using intuition, calculation and analysis. The company appeals to the services of professionals often without having qualified personnel and with no time for training. (Глазачева, 2010)

Consulting services market in Russia continues to take shape, although it is essentially structured. However, there are two problems for the majority of Russian companies today: firstly, the awareness of their own needs in consulting services and, secondly, the awareness of the real returns on investment in advisory services. Significant changes being made and will be made in the near future in the tax laws and accounting rules, should really increase the need for companies to quality consulting services on these issues. Some Russian companies already understand the need to engage professional consultants to add value to the business and to attract external funding. (Исследование рынка консалтинговых групп по итогам 2012 года [сайт]. URL http://raexpert.ru/editions/bulletin/22_05_13/bul_consulting-2012.pdf).

Thus, the consulting services market in Russia is very promising, but its development requires considerable efforts and professional growth of advisors and their clients. To have a customer

consultant in Russia have to be a professional of the highest class. Despite such a long period of time, a clear understanding of why the company needs the consulting services has not yet happened among the potential consumers of consulting services. The reason for this is largely inadequate idea of what is the mechanism of interaction between the participants on the market of consulting services. Thereby, the author's hypothesis is confirmed.

In general it can be concluded that the Russian market of consulting services is in the process of development, which involves: the emergence of large companies - leaders, market concentration as a result of massive mergers and acquisitions, significant product differentiation of consulting services. Market development can be linked to the development of new types of consulting services, new methods and techniques of market power, the use of new information and communication technologies, internationalization and globalization of business, the regional expansion of large companies, the penetration of multinational companies into regional consulting markets in Russia.

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Roo Ekaterina Dmitrievna – Student at the Institute of Social and Humanitarian Technologies (the Faculty of Management) of TPU.

E-mail: roshka147@mail.ru.