
The Importance of Consulting in Implementing Innovations

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Abstract: Consulting plays a crucial role in the successful implementation of innovations within organizations. The paper deals with the essence of innovative consulting, the interpretation of the term consulting, the importance of consulting services in the implementation of innovations and the possibilities of consulting services.

Key words: service, consulting, service provision, innovation, innovative consulting services, enterprise.

1. INTRODUCTION

The world service sector is a rapidly developing sector of the modern economy. In the practice of many countries of the world, consulting services are an important factor in the effective operation and development of business entities in the market economy. With a combined value of approximately US\$290 billion, the global consulting services market is one of the largest and most mature markets in the professional services industry. In recent years, the global consulting services market has been expanding year by year. For the development of the country, its integration into the world economy, the expansion of the scope of consulting services provided in the spheres and sectors that determine the activity of the market economy, in particular, remains one of the important and urgent issues.

2. THEORETICAL ASPECTS

The reforms implemented in the economy in Uzbekistan require rapid and comprehensive development of the service sector. Rapid development of the service sector, increasing the role and share of services in the formation of the gross domestic product, radically changing the composition of the provided services, first of all, at the expense of their modern high-tech types, is defined as one of the priority tasks. The services market plays an important role in the country's economy.

We can include international corporations, banks, airlines, computer centers, telecommunications, insurance, legal and consulting firms, state and non-state structures and non-profit organizations in the field of service.

The development of the country, its integration into the world economy requires expansion of the range of services provided, especially in the spheres and industries that determine the activity of the market economy.

3. ANALYSIS AND RESULTS

Modernization of the market economy requires the continuous implementation of innovative activities by each economic entity to achieve competitiveness. In the conditions of increased competition, the development of the services market requires not only market information and new knowledge, but also the use of third-party consulting services.

Consulting occupies an important place in the service market. The word consulting is derived from the English word “consult” which means “consulting”, “giving advice”. Consulting is the activity of providing consulting services to a client by a consultant for a fee.

In domestic and foreign literature, consulting is interpreted differently by scientists. Since there is no single generally accepted definition of consulting, we will try to formulate its definition.

According to M.Kubr, professional advice (consultation) is a service or method that provides practical advice and assistance to the client.

Fritz Steele defines consulting as follows: “By the process of consulting, I understand any assistance provided regarding the content, process, or structure of a problem or several problems, in which the consultant is not responsible for solving the problem himself, but helps those who are responsible for it.”

According to Peter Block, when an attempt is made to change or improve the situation, but the person who does not directly participate in the implementation of the activities is called a consultant.

Consulting activities are carried out on a commercial basis by providers of consulting services. A strong competitive environment sets high demands on the quality and efficiency of consulting services and encourages the service to be focused on the client's interests. In fact, in the conditions of the market economy, consulting appears as a form of entrepreneurship. In this context, we will try to formulate a definition of consulting, consulting is paid services in the form of information and recommendations that give the client the opportunity to improve the efficiency of his activity.

Innovation consulting, in our opinion, is a specialized type of management consulting related to innovation management focused on scientific and technical activities of enterprises for the purpose of development of enterprises and commercialization of innovative developments in the market.

Innovation is a new development introduced into civil circulation or used for personal needs, the use of which in practice ensures the achievement of great socio-economic results. A new development is a result of intellectual activity that has new characteristics compared to the results of similar intellectual activity, can be used in practice and can ensure the achievement of great socio-economic benefits when using it in practice (a new or perfect technology, service of a production, administrative, commercial or other nature and organizational-technical solution).

4. CONCLUSIONS

Consulting plays a critical role in guiding organizations through the complex process of implementing innovations. By leveraging external expertise, strategic guidance, and change management support, organizations can increase the likelihood of success and realize the full potential of their innovation efforts.

In conclusion, it should be said that the introduction of innovative consulting services allows:

- commercialization of new developments;
- attraction of funds from process participants and external sources;
- ensuring delivery of innovations from producers to consumers with pre-planned results;
- increasing the role of additional experts in evaluating the economic efficiency of innovations;
- use of advanced foreign technologies to develop innovation implementation projects based on the collected database of consulting companies.

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