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## **TYPES OF CONSULTING AND THEIR ESSENTIAL CHARACTERISTICS**

Human capital management in terms of innovation is based on specific techniques and methods of decision-making. Problems of modern human capital development are aimed at developing new approaches and methods of human capital management with a view to their practical application in favor of the development of innovative activities of the enterprise.

In the middle of the last century, the growth of globalization has contributed to the surge in consulting and the development of various tools, methods, and products used in the modern economy. Consulting began to develop due to the economic development of the United States, then Europe, and then spread around the world. The first consulting services were aimed at strategic development. Later, with the introduction of IT technologies, consulting services began to develop in various fields.

Consulting is the provision of expertise to third parties for a fee. Consulting is most often used by companies when they need external expertise on any issue. The consulting industry is one of the most diverse among professional services, as there are many types of consulting. In addition, the profession of "consultant" means not only one-way work but includes areas such as strategy, management, business, finance, personnel, IT. Over time, consulting has become more and more diverse. In this regard, it is advisable to identify the types of consulting and determine what is included in each of them.

Strategic consulting focuses on strategy development issues such as corporate and social strategy, economic policy, public policy, and functional strategies. Strategy consultants usually work with senior management. Their work is focused on analytical actions, and also is connected with providing decisions, instead of the help in the implementation of any projects, innovations.

Management consulting is related to issues of general structure and principles of enterprise management. Specialists in this type of consult-

ing are usually called business consultants or organizational experts, their work focuses on all types of organizational issues from strategy to a wide range of business management elements.

Operational consulting is that operational consultants help the company to improve performance. Consulting activities in this segment begin with practical support for the implementation of various processes: sales, marketing, production, supply, etc. Operational consulting is closely related to the processes of strategy definition and technology implementation, so specialists in this field of activity work closely with each other.

Financial consulting comes down to the fact that specialists work on issues of the financial capabilities of the enterprise. Areas of activity of financial advisers are diverse: consulting on mergers and acquisitions, corporate finance, risk management, tax consulting, restructuring, real estate. Financial consulting also includes forensic research and support specialists.

Personnel consulting specialists provide services in the field of human resources management in enterprises, improving the efficiency of human resources services. The issues that can be solved by personnel consulting are organizational and managerial changes, employment conditions, training and development, motivation, etc. Personnel consultants are also involved in the transformation and reorientation of the business, the introduction of new processes and systems for enterprise personnel. Personnel consulting and strategic consulting are the narrowest areas of consulting.

Consulting in the field of information technology is that specialists are focused on addressing the development and implementation of information technology in the enterprise. Most IT consultants work on ERP systems implementation projects, where their role is to fully support the implementation of such systems. The most popular issues are cyber security, forensic science, and data analysis.

The choice of consulting method depends on the capabilities and needs of clients in specific services (audit, marketing, engineering, legal aid, etc.), as well as the capabilities of the subject of consulting.