

Abstract of the Master's Dissertation

Subject Matter of the Dissertation: Ways of development of the regional market of consulting services in innovation sector (evidence from Stavropol Territory)

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Topicality of the research: One of the main conditions for the successful business development is the ability of enterprises to change rapidly in the conditions of surging market. The main source of the enterprise's competitive advantage in modern conditions is the ability to constantly evolve, to rebuild, to introduce new technologies that requires a lot of efforts, knowledge and skills.

The increasing complexity of economic processes at the present stage of Russian modernization has caused the need to transfer in the commodities form of knowledge, experience and methods of administrative work in an independent sphere of economic relations, which in its turn contributed to the formation of national and international markets for the consulting services.

Objective: to identify the features and trends of the formation and development of the consulting services' market in Russian innovation sector, taking into account regional experience (evidence from Stavropol Territory) and to formulate practical recommendations for the development of growth strategy of the consulting companies in the innovation sector of the Stavropol Territory

Tasks:

- to examine the nature and characteristics of consulting services in the innovation sector;
- to analyze and identify the impact of global trends in the sphere of consulting activities for the development of consulting services in the Russian Federation;
- to evaluate the features of formation of consulting in innovation sphere in the Russian economy;
- to identify the leading factors and trends of the market of consulting services in the innovation sphere of the Stavropol Territory;
- to introduce a typology of modern strategies for the consulting organizations' development in the Stavropol region.

Hypothesis: In Russia divergent trends in the market of consulting services can be traced simultaneously with the trends in the formation of the national network of consulting organizations in the context of long-term prospects of social and economic development of Russia and its regions, increased the demand for consulting services and products - alongside with them, there is no strategy of "deep" inclusion of consulting organizations on the part of state and business in their structure. As one of the basic conditions of the consulting services market

development in the Russian regions is the development of regional models for the implementation of their innovation strategies.

Novelty of the research: is to improve the theoretical and methodological provisions of the formation and development of the consulting services' regional market, as well as to develop a set of practical measures aimed at improve the effectiveness of its functioning.

The main principles to be defended:

1. Consulting is a process of consulting services that can be demanded in any sphere of activity. Based on the definition of consulting services, companies which provide such services contact more with customers, rather than manufacturing firms.

2. Consulting services can be carried out not only in the form of consultation, advice and joint solutions, but also through the implementation of specific technical or organizational functions. These services include: auditing, accounting services; recruitment; engineering; PR and public relations; banking investment; training. These directions do not involve direct consultation; however they are also based exclusively on professional and scientific skills.

3. The market of consulting services in the sphere of innovation is 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 to improve the efficiency of business activities and increased productivity of the individual work.

4. In Russia only institutional changes associated with the development of innovative entrepreneurship are only begin, which are aimed at obtaining high economic and social outcomes through the use of innovation in social practice. Consulting services' market in the innovation sphere is determined by the stage of economic development in Russia.

5. The regional market of consulting services in innovation sphere has certain specifics. This is due to the overall economic condition of the region, the specifics of the prevailing in the region industrial enterprises, the legal framework in the region, the level of business culture, and the pace of its development.

6. The growth in demand for business and intellectual services in the regions determines the need for the development of innovative growth strategies of consulting organizations at the regional level. Is necessary to develop an effective strategy for consulting organizations entering into the state and business structures in the Russian regions.

Theoretical and practical significance of the research: is determined by the relevance of the objectives and significance for the scientific substantiation of the approaches to the use of management techniques promotion of consulting services to regional markets. The results obtained in this work, complete and extend the practice of management consulting services to the regional market.

Results of the research: the main provisions and conclusions of the dissertation work were presented at scientific conferences held in PSLU in the 2014-2016 yrs. and have found practical application in the educational process of PSLU. On the results of the study four articles were published (0,9p.s.).