Development of innovative consulting in the global market of services

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Annotation
This article discusses aspects of the development of the global market of consulting services. The features of the formation of the consulting industry in Uzbekistan in the conditions of transition to a market economy are evaluated. A number of services in the field of innovative consulting, influencing the development of the services market in the context of global challenges, are considered.

Keywords: consulting, Uzbekistan, innovations, market of services, entrepreneurship, investments

Introduction
Problems of effective management of innovative activity are the most actual now. This is due, first of all, to the lack of qualified specialists in the field of management of innovative projects, as well as the non-use of specific management methods in the field of innovation. Professional management, promotion of innovative products, the correct assessment of the ability of innovation to make a profit – all these are consulting services to support the process of promoting an innovative project to the market. In such services, as a rule, need many novice entrepreneurs who do not have the necessary knowledge and experience of behavior in the innovation market.

Professional activity in the provision of consulting services in the field of innovation originated in Uzbekistan after independence, that is 94-ies of the 20th century in this area worked dozens of similar firms. Currently, the Uzbek market of consulting services for innovative business is beginning to approach in its characteristics to the world market, as Uzbek entrepreneurs in order to improve the competitiveness of business have become more likely to seek advice from firms providing such services.

Consulting services in innovation activities are carried out at all stages of the innovation process. The main purpose of such services:
1) prevention or reduction of possible risk,
2) increasing the efficiency of the enterprise or project,
3) provision of necessary information and further recommendations,
4) determination of economic feasibility of investments.

The quality of consulting services in the field of innovative business largely depends on the skills of employees, as well as on the amount of funds allocated for the consultation. Provision of services in terms of investment advice is aimed at
assisting venture companies or funds in the creation of innovative projects in various fields of activity.

**Analysis of the literature**


The study is based on the principles of a systematic approach, General scientific methods of classification and aggregation. The methods of statistical analysis and expert assessments are used in solving individual research problems.

**Analysis and results**

Consulting from an economic point of view is a management activity in relation to a particular enterprise (search for ideas, providing practical advice, strategy development, business plan, etc.). Consulting in any field involves the identification of problems of the enterprise, their analysis and advice on the choice of the most effective solutions. Consulting services can also be provided by regional innovation development centers, technology transfer centers, coaching centers, business incubators, technology parks.

The consulting component of the innovation infrastructure includes:

− information and legal services;
− consulting in the field of intellectual property;
− centers of transfer of science-intensive technologies;
− consulting in the field of Economics and Finance;
− venture consulting;
− technology consulting;
− marketing consulting;
− consulting in the field of foreign economic activity.

In the field of innovative consulting, a number of services are provided, such as:

1. Searching of promising ideas in innovation.

The search for an idea is always the most important and difficult stage in business. The consulting company searches for investment projects in the following way: it checks the idea or project of interest on the subject of intellectual property, then examines the market to predict future demand. In addition, the consulting company organizes negotiations of the client – potential investor with the innovator (patent holder) and promotes the conclusion of an agreement. Thus, the consulting firm is not engaged in the development of the idea, that is, its main
task is to find the development of an idea that will satisfy the needs of the client firm.

2. Analysis and organization of the implementation of an innovative product or technology. Development and implementation of innovations are a set of measures for research, analysis and control of each stage of development of an innovative project. To analyze the implementation of an innovative product, various indicators are used, which give an assessment of the domestic economic conditions. These indicators include:

- indicator of scientific personnel qualification (shows how independently the company will be able to work on the basis of its own personnel);
- performance indicator of marketing forecasts (characterizes the reliability of marketing research);
- the value of flow of investment funds (describes financial security);
- indicator of production resource saving (characterizes the process of managing the consumption of necessary resources for the production and sale of products);
- the indicator of the project implementation in a given time frame (reveals the ability to implement plans at a set time);
- indicator of the effectiveness of innovative development (characterizes the effectiveness of investments in a new product) [1].

3. Conducting marketing research. Development of any new product always begins with market research, first of all in order to understand at the initial stage how the product will be commercially successful. Marketing research consists of a variety of activities aimed at studying the market condition: the collection and analysis of information about the surrounding organization objects and partners, consumers and competitors. Such studies can reduce risks when making management decisions, as well as increase the competitiveness of products. Marketing research includes a very wide range of research objects:

- studying consumers for proper market segmentation, competent positioning and product promotion; study of competitors; market research, its capabilities; study of innovations in their attractiveness, profitability, implementation;
- researching prices and making decisions on pricing policies; a study of the marketing channels of the product. The consulting firm develops an innovation marketing plan that includes strategy, tactics, and an innovation marketing plan. An advertising company occupies a significant place in the marketing of innovative products.

The more a new product is introduced to the market, the more it requires. For basic innovation, the amount of investment in advertising can be up to half or more of the total investment in an innovative project. Here it is necessary to "promote" an unknown product on the market and the faster it will be done, the greater part of the income will be able to get to the moment when competitors will be able to connect. Advertising of innovative products requires specialisation of consulting firms – there is a need for special and innovative approaches that can "turn the tide".
4. Development and examination of the business plan, that is, the preparation of a specific plan for the implementation of innovative projects or innovative activities of the enterprise as a whole.

Drawing up a business plan is necessary when attracting financial sources to the project, when planning the further development of the organization. The business plan of an innovative project usually includes the following sections:

- project participants (this section provides information about the applicant: name of the company, type of activity, main achievements, if any, etc.);
- summary of the project (reflects the essence of the project, focuses on items such as the amount of the requested investment, payback period, expected economic effect, etc.);
- industry of the company (main activities, business concept, description of the innovation, description of the strategy of entering the market);
- market analysis (characteristics of consumers, market segment, advantages over the main competitors);
- economy of the created enterprise (the planned sizes of expenses and gross profit, the description of the factors providing stability of receiving profit, etc.);
- marketing plan (General marketing strategy, pricing policy, warranty, after-sales service);
- production plan (contains a description of the process, the availability of equipment, production plan);
- risk assessment (contains analysis and assessment of all possible risks);
- financial plan of the project (includes cost estimates, profit and loss statements for all reporting periods, financial performance of the enterprise);
- proposals on the degree of financial participation of the investor (sets out various proposals for the investor) [2].

Consulting firms can offer not only the development of a business plan, but also the expertise of an already developed business plan, since the damage from a poorly prepared business plan is too high.

5. Providing legal services for the protection of copyright in intellectual property in court and administrative procedure. However, the role of regional legal services in this area is undoubtedly great, as the factor of distance from the center, and factors of time, costs play an important role here.

6. Conducting training sessions and seminars. Consulting in the system of training during the transition to innovative development of the economy plays a leading role. Since training of personnel is a rather long and inertial process, and the time of irreversible changes in many enterprises focused on the production of science-intensive products may be less than the time of solving the personnel problem, it is necessary to provide for the creation and development of a training system for industrial enterprises in the field of innovation and promotion of science-intensive products [3]. Trainings and seminars are developed by highly qualified specialists with extensive experience in the commercialization of innovative projects to transfer knowledge to project managers in the field of
intellectual property law, planning of innovative projects, ways to assess the effectiveness of projects.

7. Patent services, registration of copyright on intellectual property. One of the innovations in the list of activities of such firms should be the requirement to search for potential investors for innovative projects.

8. Transfering innovations. Transfer of innovation is the movement of technology from the supplier to the consumer of the product and is an important tool for commercialization. Consulting companies thus help to get income from the use of intellectual property as quickly as possible on the most favorable terms. Technology transfer centers are usually established at universities.

Also, consulting firms in the field of innovative business are engaged in a comprehensive examination of the innovative project. Examination of innovative projects is to provide information to investors about the prospects, economic feasibility and risks of the innovative project.

The process of analyzing the effectiveness of innovative projects through the examination is carried out according to a certain scheme:

1) preliminary examination of the application prior to submission of the business plan of the innovation project;

2) independent expertise, including a comprehensive and detailed, i.e. a comprehensive analysis of the business plan of the investment innovation project;

3) the decision on the financing of the innovation project based on the results of the examination [4].

At the first stage, the conclusion is made about the degree of compliance of the presented investment proposal with the purpose and capabilities of the investor; about the acceptability of integrated indicators of economic efficiency of the project. Preliminary examination is characterized by minimal complexity and cost of expert work.

At this stage, possible inconsistencies of the project to the investor's priorities are identified and a decision is made to reject the project or to continue its consideration. At the second stage, the selection of innovative projects is carried out directly with the help of various selection methods. To do this, a list of certain criteria or indicators is compiled, which are calculated when selecting a project. The list of criteria and the degree of their importance may vary depending on the specific characteristics of the organization, its affiliation and strategic orientation; the nature of the investment project; from the initiator of the examination, that is, a potential investor [4]. Based on the data obtained in the previous stages of the examination, the investor decides on the financing of the innovation project.

Commercialization of intellectual property. This type of activity consists in the organization of licensed sale of rights to use intellectual property. The intellectual property market is widely organized abroad and is very poorly developed in our country. This market – one of the most profitable in the world, as the amount of transactions ranging from hundreds of thousands to hundreds of millions of dollars. The amounts for these operations are allocated in the budgets of many countries. The underdevelopment of this market in the country entails
huge losses commensurate with part of the country’s budget. Without the organization of a full-fledged intellectual property market, sustainable innovative development and successful activities within the WTO are unthinkable.

Considering the market of consulting services in Uzbekistan, it is necessary to answer: how much is it represented in our country? Is innovative consulting a link in the chain of development of innovative processes? Analysis of consulting services (according to the website "Yellow page") in the field of innovation showed that in the Republic of Uzbekistan this market is not developed, there is no competition and demand for these services, as our consulting firms provide the simplest services. Such as: offer assistance in trademark registration, writing business plans for new ideas, but few of the studied consulting agencies or firms on the website of their company organize the search for investors or search for ideas worthy of investment. And also, from the existing proposals of consulting novice businessmen in the field of production and implementation of innovative products, few people ask for help in the implementation of innovative projects that came to them from customers. We need high-quality advertising of ideas that need investment, providing calculations of payback periods, determining the value of profitability.

Such companies are not full-fledged participants in the market of innovative services. The situation is such that there are a small number of consulting firms that can be contacted to create or develop a particular software. Unfortunately, in our country, the innovative culture is not yet developed enough to use all the mechanisms to achieve results in the creation of new products or services (including the involvement of third-party consultants).

Summary

Uzbek consulting firm and the company must maintain external consulting services in the field of management during the rapidly growing period. Today we can fully justify the successful implementation of the mechanism of full resolution of economic relations associated with the formation of the national innovation system. This should not be the right time to adjust the accuracy of the innovation modernization problem.

In general, consulting in the field of innovative entrepreneurship can provide:

- new abilities are the skills of innovation management acquired by the client to diagnose and solve problems of innovative development, skills of effective organization of innovative activity;

- new management systems and forms of behavior, including the relationship of the enterprise with third-party organizations and interpersonal relationships of managers and performers - direct participants in innovation. Innovative consulting can lead to the introduction of new marketing management systems, systems of strategic planning and business planning of innovations, systems for evaluating the results of innovation, information systems, etc.;
- a new degree of efficiency. The efficiency of the enterprise increases if new abilities, new management systems and new behaviors lead to improved economic performance.

References:
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