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THE PRIORITIES OF COMPETITION DEVELOPMENT IN THE CONSULTING SERVICES MARKET

The article defined a concept of competition in the consulting services market of Ukraine as irreversible, regular and adequate to market situation of transition of relations between market participants at a new, higher level of cooperation in the face of considerable differentiation of services, reducing the negative impact of monopolization on the market. It is substantiated that the priorities of the competition development are such characteristics of change of market competition dynamics, which has advantage over the others determined by the fact that their choice will facilitate the formation of an effective relationship of market participants and contribute to achievement of qualitatively new, higher level of interaction in the face of considerable differentiation of services.

Modern science identifies three approaches to understanding the competition: structural, behavioral and functional. In this context, S. Sosnick separated some characteristics of "workable competition". For economic science determination of the most important characteristics can be called a debating point.

Each of the three blocks of characteristics can be estimated using mathematical methods. The struc-

tural unit, in our opinion, can be evaluated in terms of market attractiveness. In our opinion, it is advisable to carry out the analysis of behavioral unit in the context of competition development in three areas: the consulting companies' impact, the likelihood of collusion and market shares evenness. In this study the characteristics of the functional unit were evaluated based on the dynamics of public spending on research and value growth rate of consulting companies in relation to market growth rates.

The article attempts to take into account the impact of functional, behavioral and structural criteria for the development of competition. To this end, the author used comprehensive assessment methods and developed integral index of competition development.

In order to establish which characteristics of the same block: structural, behavioral or functional are the most influential for the development of market competition, the author conducted correlation and regression analysis. The resulting weights testify in favor of the most powerful features of the structural unit to which S. Sosnick appropriated: the number of market

participants, market barriers and vertical services differentiation. Therefore, the priorities of competition in the market of consulting services in Ukraine were defined. The state influence on the structural unit is determined formation of the structural elements of the market, including market monitoring, development of quality standards for services, reduction of administrative barriers and stimulation of demand for consulting services. Stimulation of demand introduces consulting as a tool for solving problems of management of state enterprises, institutions and organizations. The evolution of market

structure, provided by market regulators, includes the influence of the institute of trust, market segmentation, services differentiation etc.

Singling out the priorities of competition in the consulting services market, the author aims to study the process of market competition and the understanding of its essence, and to determine the principles and fundamentals of existence, causes and conditions of the dynamics of market processes, deepen the theoretical foundations of competition to solve practical problems that reduce the efficiency of the market.