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DEVELOPMENT OF CONSULTING RELATIONSHIPS IN THE FINANCIAL ECOSYSTEM

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Abstract. *The innovative rise of the financial and investment sphere contributed to the formation of consulting. The significance of the development of consulting relations for the constant renewal of the financial ecosystem is highlighted. Prospective directions for the development of consulting are outlined, which will allow to improve consulting relations with all participants of the financial ecosystem.*

Key words: *financial ecosystem, financial services, consulting, financial consulting, consulting relationship.*

Systemic, organizational and functional approaches to the essence of the concept of "financial ecosystem" are highlighted. It is noted that digital transformation makes it urgent to create consulting relationships between various participants of financial ecosystems. After all, consulting relationships ensure constant renewal of the ecosystem, which will manifest itself in the development of high-quality state regulations, increasing the efficiency of decisions made by business entities, introducing new financial instruments and credit products, revitalizing business activity and ultimately increasing budget revenues and increasing the welfare of the country's citizens.

It was determined that consulting relations in the ecosystem represent a set of connections (economic, social, legal, humanitarian) that arise in the process of interaction between a consultant and a client (participant of the financial ecosys-

tem) regarding the provision of consulting services in various forms (analytical, methodical, consulting, educational) and find their place in the successful solution of the problem.

It is noted that at present it is not possible to accurately assess the size of the Ukrainian market of consulting services due to the lack of legislative consolidation of consulting as an independent type of economic activity and the concealment of financial results by business entities. It has been established that the general trend in the growth of the consulting market is explained by external reasons (increased demand for consulting services) and internal reasons (the threat of loss of profitability due to the rapid growth of innovations, changes in technology and information).

Two groups of promising areas for improving the consulting activities of consulting companies have been identi-

fied: the first group includes an increase in the efficiency of resource use (raising the level of professionalism of consultants, the level of used equipment and digital technology, modern knowledge and information), the second group involves an increase in management efficiency (changing the market strategy and the strategy of cooperation with partners,

the work model, the mechanism for selecting and training consultants, searching for information). The practical implementation of these areas of consulting development will improve the quality and increase the variety of consulting services, will contribute to the development of consulting relations with all participants in the financial ecosystem.

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