

Krjuchkovenko Roman, the Institute of Reflective Investigation and Specialisation, Kiev, Ukraine

Consulting sales: research of reflexive mechanisms of customer's decision – making.

Due to certain influence of European models of systematic management corporate norms, executives claim the importance of expert consulting services. A typical customer tends to live up to the standards of a modern manager's model. But his actual strategy is often concealed beneath stereotype-based forms which are considered a distinctive feature of first-hand experience and intuition.

We aim to research peculiarities of decision-making reflexive regulation mechanisms and their ability to bridge the gap caused by the above-stated mismatch. Theoretic and experimental research data was worked out within the framework of a group reflection concept (Naydonov M.I.). Conceptual model is a four-component pattern of a group reflection process. Experimental objective of reflexive mechanisms' research is making a tested group solve minor creative problems. Such methods as a task message, participant-focused instructions and a variable experimenter 's involvement create a certain reflexive context. Results' report is worked up by the method of contextual functional parametric analysis.

For an experiment we have adjusted reflexive context aids to help participants reveal their buyers-customers' roles and let an experimenter act out his consulting service seller's role. Participants' arguments are supposed to contain customer's stereotype-based motives: informative, personal, intellectual, communicative and cooperative. Availability of a buying group, involved in decision-making buying process, stimulates development and reflexive context feedback influence upon stereotypes' revealing.

Typical stereotypes displayed in our research may give a clearer idea about corporate culture and, in particular, from the point of view of globalization. Research of decision-making psychological mechanisms enables us to define proper culture-sensitive requirements for consulting services' offer.