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**MODERN PARADIGM FORMATION OF ADVISORY SERVICES
INFORMATION AND CONSULTATION ACTIVITY**

Abstract. At the article was shown the result of studies on the construction of a new paradigm of advisory services information and consultation activity. Conceptual approach and methodological principles of the formation of a modern model of advisory services information and consultation activity reflects changes in its activity on the European path of development. The proposed main components of the paradigm of advisory services information and consultation activity, which include: types of modern electronic systems, innovative types of information and consultation technology and professional potential of personnel advisory service - advisors. The approach to organize of advisory services bases on the introduction of new electronic systems, information technology consulting mechanism for the formation of a constructive positive climate of information and consultation. It is shown that globalization is economic market system have an impact on the definition of appropriate strategies and formation of a new model of advisory service information and consultation activity, the logic of competitive and innovative market behavior.

Key words: globalization, European integration, advisory service, paradigm, information and consulting activity, electronic systems.

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Introduction. Effective performance of agricultural enterprises of Ukraine in world markets depends on the level of adaptation to the conditions of globalization and European integration, achieving and maintaining leadership position in the competition. Successful lever such activity is agricultural enterprises use information and consultation services provided by advisory services.

The experience of advisory services in countries such as Germany, the Netherlands, Sweden, Hungary, USA, Canada indicates that their information and consulting activity is significant support for agricultural production in the system of dynamic market development.

At the same time, competitive pressures and market environment of continuous process of innovation development of electronic systems and networks, ICT and the Internet require rethinking existing concept of information and consultation activity of advisory services.

We believe that the formation of modern information and consultation activity of advisory services based on respect for a number of methodological principles, namely: adaptation networked computer systems used in extension to the pace of global technological development of electronic systems, innovative information and consulting technologies, and continuous training and improvement of professional advisors and experts advisors. All this is based on a conceptual approach: to guarantee maximum high quality of information and consultation services to agricultural enterprises in the conditions defined strategy extension - ensuring competitive agricultural production. This focuses on the introduction of such types of electronic systems that facilitate real quality of existing and new services, and determine the conditions for integration of information resources in the modern electronic computer platform. Using new types of information and consultation technology based on Internet services and expert intelligent systems enhance the functionality and competitive position in a market advisory service system.

Advisors and experts advisors are among the main actors in the information and consultation process with special features of its implementation, due primarily to their level of training, intelligence and knowledge of the basic laws of communication and compliance.

Thus, the objective changes in market conditions impede information and consultation process and contribute to the formation of the modern paradigm of advisory activity in Ukraine.

Literature review and the problem statement. The results of research and practical testing for information and consultation of advisory services, as well as the use of electronic information systems and technologies in the agricultural sector covered in the scientific works of foreign and domestic scientists as [O'Brien 1999; Davenport, 1993; Callon 1996; Carrol 1996; Makha 1999; Koshelev 2011; Demyanenko 2015; Borodin 2015, Kalna-Dubinyuk, Kudinova 2016; Kropyvko 2011; Shapoval 2016] and others.

Foreign studies of D. O'Brien, T. Davenport, D.Callon and V. Koshelev related study information technologies and their application in the process of information and consultation providing advisory services. Developments of M. Carrol and K. Makham devoted to disclosing the application of consulting in the field of management. Ukrainian scientists M. Kropivko, O. Borodina, S. Demyanenko developed the theory of agricultural consulting, showed the possibility of its use in the management of agricultural enterprises, development of human capital in rural areas, indicating the deep roots of extension, its dynamism and innovation. Further developments concerning current consulting

conditions, were studied in the works of T. Kalna-Dubinyuk, I. Kudinova. O. Shapoval and others which focuses on the problems and peculiarities of agro advisory software on new innovative technologies [Anastasios M., Koutsouris A., Konstadinos M. 2010].

In developed countries, much attention is paid to the further development of advisory services. Transnational economics moving to a new innovative consulting service, creating electronic consulting systems. In world practice advisory system formed, usually supported by the state as one of the main mechanisms for implementation of the state agrarian policy in place that provides the link between science, education and industry in implementing innovation.

Despite the presence of a significant number of scientific publications in terms of information and consultation support in extension, is still a number of unsolved issues. In the low level of funding advisory activity, there is still problematic its successful development in the current economic conditions. Market advisory services is low and its recovery need to use modern methods and approaches which leads to further research in this direction.

The study is justification from the point new outlook conceptual approach and methodological principles of the modern paradigm of advisory services information and consultation activity. To achieve the goal should be to solve the following:

- show the role of information and consultation activity of advisory services into market conditions of agricultural enterprises;
- to assess the actual state of information and consultation activity of advisory services;
- justify the conceptual basis of improving of advisory services information and consultation activity.

Research results. At the present stage of deepening European integration, the agricultural sector of Ukraine needs to change the existing information infrastructure, an extension service which is one of the most important elements. This is also the main objective of advisory services, namely, dissemination of information, knowledge, science and technology in agriculture, as well as providing information and consultation services to agricultural enterprises for the purpose of income management. The need for adaptation of Advisory Services of Ukraine into the European economic conditions shall take into account the complex organizational structure of the agricultural sector production. Thus, agricultural production in Ukraine engaged in more than 15 thousand farms of different legal forms (business partnerships, private enterprises, cooperatives, and state enterprises), almost 41 thousand farmers, 9 mln. households located in rural areas and in urban settlements (farms) [Borodina 2015].

Experts and owners of the aforementioned categories of enterprises and households interested in obtaining various operational market information at regional, national, and global levels. Analysis of the information and consultation activity of advisory services in Ukraine showed that in their work they actively provide information and consulting services using diverse resource potential, information resources, databases and knowledge, technical, computers, network, and human resources [Shapoval 2016]. However, the main problem faced by managers and specialists of agricultural enterprises towards European integration, is adapting production standards to new economic conditions [Demyanenko 2015].

To provide competitive development of agricultural production in the

current economic conditions necessary to use of advisory services information and consultation activity, which formed the basis for the modern paradigm of operation (Fig. 1).

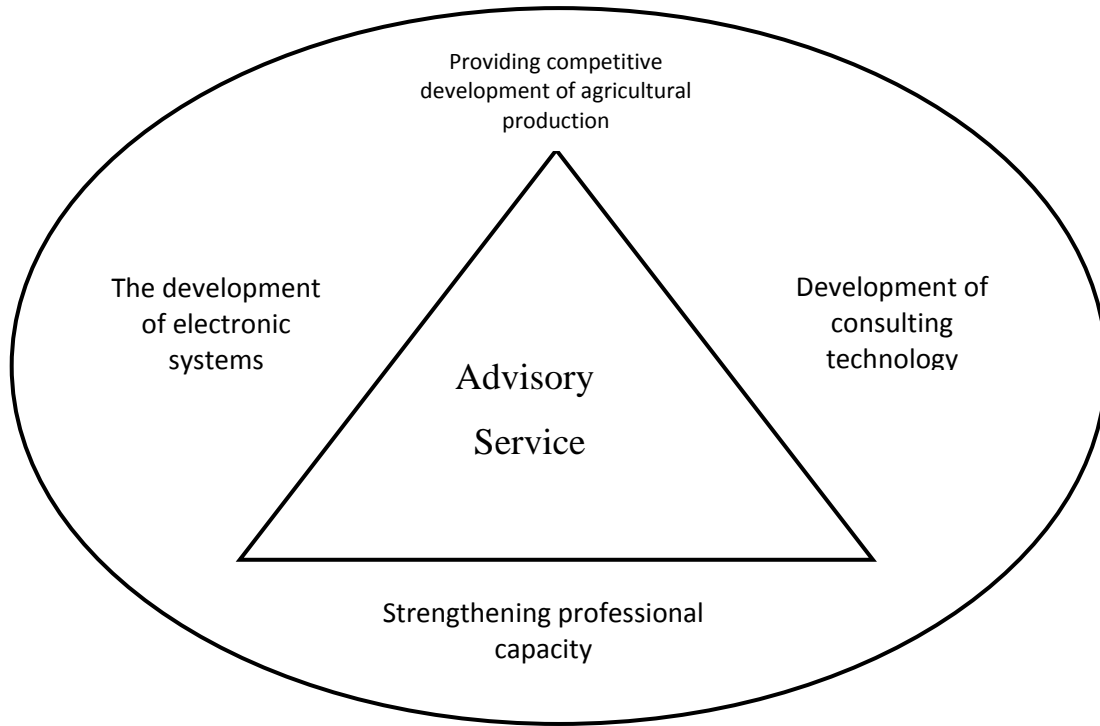


Figure 1 - The paradigm of advisory services information and consultation activity in the market environment

Source: developed by T.Kalna-Dubinyuk & O.Shapoval

The paradigm of advisory services information and consultation activity in the market environment is a set of electronic systems, consulting technology and experienced professionals, advisors.

In this model of advisory services is defined as the most important component of electronic systems in which network based on computer generated promising conditions and forms of storage, processing and transmission of large amounts of electronic information. Continuous rapid scientific and technological development of electronic systems provides for the introduction of a significant number of innovative developments in the field of electronic networking telecommunications systems, operating systems, software based on artificial intelligence and other products. Gaining strategic electronic information systems with an innovative integral electronic tools and teamwork professionals using online technologies [Kalnaya-Dubinyuk, Shapoval 2014]. These electronic systems create conditions for rapid, high-quality processing, which increases its value to evidence-based decision-making in the organization of an efficient agricultural enterprises and farms in market conditions.

According GFRAS - global forum of agricultural advisory services in the world today created 14 regional electronic networks of consulting for agriculture to spread expertise and innovation (Fig. 2). They cover all continents but most of these systems are in Europe, Asia and Africa (EUFRAS, MENA, CACC, AESA,

AFAAS, and RESCAR-AOC). Powerful consulting the electronic system located in Canada and America (NIFA, CAEPNet, RELASER), is such as Australia (APEN, PIRAS), Japan and the Philippines (APIRAS). They all work for farmers and the public, helping them to be self-sufficient and competitive in the world market. Ukraine is also included in this network by creating its extension system (e.dorada) at the National University of Life and Environmental Sciences of Ukraine.

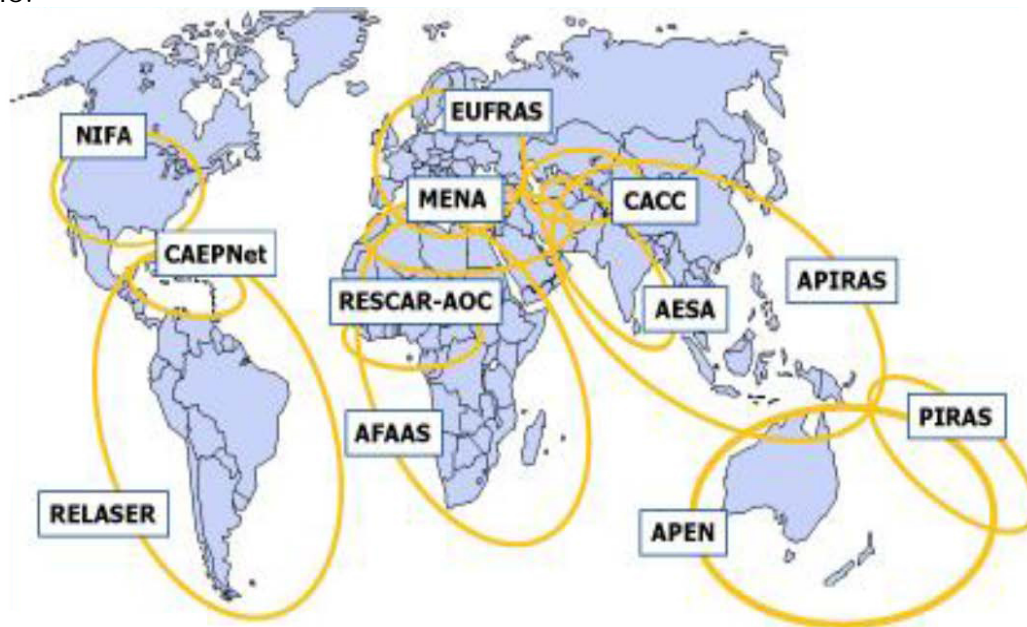


Figure 2 - Regional electronic advisory system for agriculture
Source: Data of GFRAS, 2015.

E.dorada - is an interactive environment in which content providers Universities and various agencies can collect and create new educational and information resources on a wide range of areas that will be available to students, researchers, farmers and the public at any time from any device connecting to the Internet. This electronic system helps solve real problems in real time [Kalna-Dubinyuk, Kudinova 2016]. Implementation of the system is the structure of NUBiP of Ukraine, takes place on an electronic platform that includes a Web portal edorada.org - to coordinate and support a network of knowledge areas coordinators, network counselors, counseling; system of interactive counseling; distance learning system; Call-center and the system of webinars; Network knowledge (databases, knowledge bases and agroViki) by industry management (crops, livestock, etc.) and areas of knowledge (land issues and land rights, environmental and legal issues, etc.); system of media (videos, photos, presentations, animation); Internet - TV; preparation and publishing of printed materials [Kalna-Dibinyuk, Kozari 2013].

The basic structural unit of the electronic extension are community of specialists is defined as a virtual network substantive content providers, including counselors certified experts with teaching staff, industry experts, government agencies and non-government organizations who possess knowledge and skills in the subject area and are willing to work together for a long time for the further development and knowledge sharing in the form of educational products and programs.

Resources that accumulated community of specialists are a newsletter, "Frequently Asked Questions", service "Ask the Expert", thematic publications,

webinars and training modules - everything made by the extension service specialists and allied industries and that will help users quickly find the right them information if necessary. Communities of specialists collaborate with their clients by interests. The development of electronic extension involves the development of its consulting technology. Consulting technology is a series of consultative processes or operations that can technically implement the procedure for providing advisory services to meet the challenges of advice given problem [Kalna-Dubinyuk 2008].

An important difference between the strategies of the technology is that the technology is a proven strategy, lacking the element of search and uncertainty in key stages of the consultation process.

The technological development of electronic information technologies and the Internet to determine the areas of innovation in information and advisory services consulting activities and ensure high quality of the implementation of professional contacts. In electronic systems of information and consultation to software used to facilitate extension, which consists of its human and intellectual resources. Human resources can be regarded as an intellectual force, and intellectual resources - both intellectual products that are the result of mental, intellectual advisories work.

Advisor, which improves their knowledge and looking for new solutions the inventor and is seen as a carrier of ideas, intellectual product developer. Expert advisor who has knowledge of the subject area of agriculture, skills and creativity can realize itself in an intellectual product. This can be achieved through the design and the search for a new solution and generalizations in certain socio-economic conditions, which include: the availability of motivation, concentration, mental effort, and consumer interest, and so on.

The accumulation of intellectual resources is in the process of their development when creating a new integrated quality, based on the interaction between intellectual potential advisors and expert advisors and the creation of collective knowledge. During the accumulation of intellectual support (potential) in advisory services are doing a permanent transformation of knowledge into a spiral flow of knowledge. This process causes the transformation of intellectual activity counselors in particular business process, which aims to prompt new knowledge and improve the quality of advisory services compared with partners. The priority in decision-making and the provision of agro consulting services belongs to the adviser, who has professional knowledge, strategic thinking and skills anticipation of new developments.

Thus, during the information and consultation activity of experts advisory services carried accumulation of intelligent information products based on professional training that determines the quality of advisory services.

Conclusions. The introduction of new architectural approaches to the formation of the modern paradigm of advisory services information and consultation activity will rise to a higher level of functioning as most extension services and agricultural enterprises in market conditions.

One of the most effective way of increasing the efficiency of information and consultation activity to ensure farmers, as studies have shown, is the use of information technology and the electronic extension. In the low level of funding the development of an electronic system of information and consultation services and create within it communities of specialists help to solve many pressing issues of recovery process of knowledge transfer and innovation on the principle "at any time" and "in any place". This system offers reliable knowledge on various issues, reliable answers that are based on

thorough research, communication specialists with the best universities today's creative solutions to complex problems, interactive answers to the specific needs of users reliable and verified information.

The study methodological foundations of information and consultation activity makes it possible to grasp the essence of consulting paradigm with its electronic, technological and professional aspects, to ensure the development of scientifically based recommendations. According to the research, development of electronic consulting systems is a very convenient tool in the advisory hands. It allows you to create recommendations on a scientific basis, using a wide scientific and technical potential, providing answers to many times faster than traditional methods.

The use of electronic systems, professional information and consultation technologies in terms of unlimited Internet environment will transform the information and consultation activity of the advisory services in global level extension.

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