

How Can Gold Collar Workers Become Gold Medalists – The Most Important Factors of the Successful Consulting Policy

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Kelley (1985) regards the gold collar workers as the third group of the employees, beyond white and blue collar workers. The gold collar workers, who promote the use and transmission of knowledge in various fields of life, nowadays also have to face difficulties. This situation can mostly be interpreted by the low incidence of the recourse of the consultants' services, and by the fact that the customers' expectations are also not evident. In our work, we tried to define to what extent is the policy of consultants in accordance with the expectations of the current and potential customers, as the knowledge and satisfaction of these expectations are the most important factors of the successful consulting policy.

Having reviewed international and Hungarian literature, respectively earlier case studies and projects, we could outline a wide spectrum of the peculiarities of services and consultancy. Leaning on previously mentioned pieces of secondary information, we built up our primer research in which we collected qualitative and quantitative information on the three main groups of actors of consultancy: consulting companies, present customers, potential customers (university students). We asked the consulting companies by using interviews (11 interviews in the research), examined the present (77 people) and potential (120 people) customers by the help of questionnaires, and with potential customers we implemented a conjoint analysis (547 people). Increasing the representation of the primer research, we prepared a time-series of the conjoint analysis, thus having three samples in different years (113 people, 241 people and 193 people, so the whole sample was 547 people) to examine and compare the results. As we analyzed the market of consultancy from the point of view of all the actors, we had an opportunity to define the relationship between the policy of consultants' and expectations of customers'. Finally, with the analysis of the collected information we were able to determine how can gold collar workers become gold medalists...

Keywords: gold collar workers, consulting policy, expectations of present and potential customers, interview, questionnaire, conjoint analysis, most important factors of the successful consulting policy: price, fame, relationship, flexibility in time/availability