

Exploratory Research on Management Consulting Needs and Adaptations in Very Small Companies

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ABSTRACT

This exploratory research is aimed at identifying the specific needs of very small companies (VSCs) on Management Consulting (MC) and sketching MC services and processes adapted to VSCs. By using SEAM action-research, we have analyzed a sample of 4 management consulting projects conducted in VSCs located in France and in Spain. This paper contributes to enriching the very scarce literature on MC in VSCs. Drawing on these 4 case-based exploratory analysis, the proposed conceptual framework in this study offers a basis for future studies to extend the analysis to broader recognition of the distinctive characteristics, more countries, more MC methods, and to compare VSC with other larger enterprises. The implications for practitioners are important; by exploring the adaptation of consultation methods, we offer some insights into the roles, skills and strategies available to the consultant in order to be successful in VSCs.

Key words

Diagnosis, Action & Results, Socio-Economic Approaches, Management Consulting Frameworks/Models; consulting in SMEs.