

EMPIRICAL STUDY OF FACTORS THAT INFLUENCE CONSULTANT SATISFACTION IN MANAGEMENT CONSULTING SERVICE IN THE INDIAN CONTEXT

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ABSTRACT

Purpose

The purpose of this study is to highlight the importance of a management consultant's satisfaction, identify and examine the influence on success factors of management consulting on a management consultant's satisfaction, through an empirical research, not available in extant literature.

Design/methodology/approach

A structured questionnaire was used for data collection and administered through a paid version of a web-based platform to management consultants across India. Among others, a regression analysis was used to identify the key predictors of a management consultant's satisfaction.

Findings

The importance of and the key predictors of a management consultant's satisfaction among the success factors in management consulting, available in literature, have been identified to help a consulting engagement succeed.

Practical Implications

A key implication of this study is that both a management consultant and client can understand the importance of and the dimensions that influence a management consultant's satisfaction which can have a profound effect on consulting success.

Originality / Value

The study is the first of its kind to examine the influence of success factors on a management consultant's satisfaction in the Indian context. The study also brings to light the importance of emotions of a management consultant and how common success factors listed in literature can impact these emotions. The study will be useful to management consultants and clients who can successfully use and deploy success factors to bring satisfaction to management consultants.

Key words: *Management Consulting, Consultant Satisfaction, Consulting, Drivers of Success, Services Marketing*