

Executive Summary of Research Assessment #5

As I continue to research management consulting, I decided to revisit the technological disruptions in the industry. I wanted to know how those technologies could be applied in my career in the future.

Research Assessment #5

Date: October 21, 2020

Subject: How Technology is a Disruptor in the Consulting Industry

MLA Citations: Consultancy.eu. "How Technology Is Disrupting the Consulting Industry." Consultancy.eu, Consultancy.eu, 19 June 2019, www.consultancy.eu/news/2879/how-technology-is-disrupting-the-consulting-industry.

Assessment:

As I continue my research into management consulting, I want to follow up on how technology is changing the industry as a result of advancing technology. In Research Assessment #3, I talked about how technology, specifically technologies related to data analytics affected the management consulting industry as a whole. Now, I would like to know more about how technology is changing the industry and understanding what technology is driving the change in the industry. So, to expand my knowledge, I read this article called *How Technology is Disrupting the Consulting Industry* by the Consultancy.eu organization.

Based on my research in Research Assessment #3, which focused on the technologies' interactions with data analytics, I know that the evolution of technology and its integrations within the industry of management consulting are going to drastically change. There is a wide range of ways that technology can be interwoven into the field of management consulting and those are mainly avenues paved by the companies themselves.

The Consultancy.eu article starts by providing a background on a study done by Ségolène Rousset, a “student at emlyon business school in France” that researched “into how technology is disrupting the consulting industry.” (Consultancy.eu). As the consulting industry transforms itself into the age of technology, it is undergoing an innovation. The innovation that the consulting industry is experiencing makes the technology sector the “fastest growing segment of the consulting” industry (Consultancy.eu). Knowing that the technology sector of the industry is growing at a rapid rate only makes it vital for me to understand how the industry operates to reach my goal to become a successful management consultant. I feel like technology expanding into the realm of consulting is going to put pressure on aspiring consultants like myself in the future, because there is going to be a need for consultants to understand the evolving technologies of the modern-day.

Then, the article hints at the technologies that consultants’ clients use; clients are beginning to utilize “artificial intelligence, robotics, automation and internet of things” (IOT) to enhance their operations, which in turn provides them with advantages (Consultancy.eu). Previously when I talked with my mentor, she told me that learning machine learning or artificial intelligence is key for the field as clients begin to lean towards those technologies for consulting purposes.

The article then delves into how the consulting industry and technology is becoming intertwined over the last decade or so. The article states the differences between the work of consultants and the work of tech consultants - a decade ago - a consultant's work was heavily "project-based, value-adding advisory based" and a tech consultant's work was "project-based tasks such as systems implementation" (Consultancy.eu). Now it seems like every aspect is just coming together to bring the consulting industry into the modern world. I understand that technology brings breakthroughs in every field, but I also feel that the need to improve technology at the expense of real consultants may backfire for current consulting firms' clients. However, the article then states that "consulting firms are delivering much more technology work" with the increased innovation even though originally technology was seen as a "non-consulting" industry. This seems like to me that the industry might become more advanced by the time I will enter the workforce. As my previous research indicates, there is a possibility that the industry could experience a decline in personal interactions for consultation purposes.

Next, the article delves into how the industry and technology is changing a consulting firm's operations. Consulting firms are currently "embedding automation in their own processes" that pertain to specific activities such as project management (Consultancy.eu). I think that the

technologies that the article discusses should be used supplemented with the advice from consultants. Also for my own personal gain for the future, I would personally value the opportunity to work with those technologies with the added benefit of learning non-technical skills.

In the final section of the article that pertains to my research, it talks about the daily lifestyle of a consultant is affected by the advancing technology. Now, due to the innovations in technology that are being applied to the consulting profession, "good employment practices have shifted between older generations and their more digitally savvy new counterparts." (Consultancy.eu). This change makes it better for me in a sense because I tend to grasp new technologies easily, while at the same time it puts in me a competitive position against my future fellow colleagues.

As my research continues, I feel like there is more of an incentive to learn more about the technical skills and how to apply those skills in the real world.