



TECHNOLOGICAL PROSPECTION: ORGANIZATIONAL DIAGNOSIS AS A CONSULTING SUPPORT TOOL

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ABSTRACT

This research aimed to present the potential that still exists for the development of an information system for business diagnosis as a tool to support consultancy. Despite the strong growth of entrepreneurship in recent years, not knowing how to manage and make decisions can lead a business to extinction. To carry out the prospective study, a survey was made on the basis of patents, registration of computer programs, bibliographical survey and search for portfolios.

Keywords: consulting, organizational diagnosis and prospecting

INTRODUCTION

In the scope of business administration, organizational diagnosis becomes the main tool to start the consultancy process, with the objective of obtaining a prognosis and thus aiming at a strategic analysis of internal and external objectives, based on the consultant's know-how.

In the consultancy, a specialized professional (consultant), deeply knowledgeable about a subject in a certain area, performs diagnostics with the purpose of identifying the needs of his client, making recommendations and indicating solutions (MARTINS, 2017).

The knowledge it becomes a complete differential for those who know how to acquire, maintain and use it efficiently and effectively, becoming the key to success for many organizations, being defined by Veloso (2017) as Intellectual Capital.

Although the consultancy process involves the transfer of intellectual capital, companies do not always continue the process and manage to manage this knowledge, having

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to carry out the organizational diagnosis again to reapply the tools and techniques that will promote strategic alignment.

It is during the consultancy that knowledge is transferred to those involved in the process, where the organization's efficiency will increase when the organization itself fixes such knowledge to diagnose its weaknesses (ARAUJO apudJUAN; ROAD, 2012).

In this context, the role of organizational diagnosis becomes essential as a tool for the assessment \ self-assessment of a company, where the consultant and his client begin to identify the level of knowledge applied in business management, avoiding inefficient decision making and the mortality of the company. organization.

Through prospecting, this study aims to show the potential of organizational diagnosis as a consulting tool for entrepreneurs of nature such as startups, individual microentrepreneurs (MEI) and microenterprises.

1 METHODOLOGICAL PROCEDURES

1.1 Types of research and data collection

In order to obtain a better understanding of the Organizational Diagnosis as a tool to support consultancy, exploratory research was defined, through theological prospection and its methods, such as patent-based research, INPI software research, bibliographic research and research portfolio of consulting companies.

The patent search used the Patent Lens tool (lens.org), a globally based patent tool, with free resources, which aims to disseminate knowledge in the academic world for problem solving, encouraging innovation, science and technology. The choice of the tool is due to the ease of searching for information and generating analytical data on the platform.

The bibliographic search used the search in the CAPES journals database, due to the amount of indexed information, as well as the ease of access provided by the tool, since the access provided by the Federated Academic Community, reduces the restriction of access to the collection.

For computer program registration, the INPI website is the main source of software registration in Brazil. Your query is based on the search for keywords, and helps to understand how is the development of software in the scope of diagnosis and business consulting in Brazil.

As for the search for companies' portfolios regarding business diagnostics, the search was performed directly on Google, eliminating unnecessary search results.

Considering the methods, the subsequent sessions present results and discussions on the theme.

2 RESULTS AND DISCUSSION USING WITH THE USE OF PATENT LENS

Patent-based consultation requires refinement of English search terms to obtain more accurate results. While in a bibliographic search it is possible to obtain several results in Portuguese for the use of the term “Organizational Diagnosis or Business Diagnosis”, it was necessary to use synonyms provided by the Thesauros.com database.

To carry out the research in the Patent Lens, it was necessary to search for terms such as: Enterprise, diagnostic, evaluation, performance, Consulting. From this filter, 20,156 patent results were found for the search.

Publications By Year

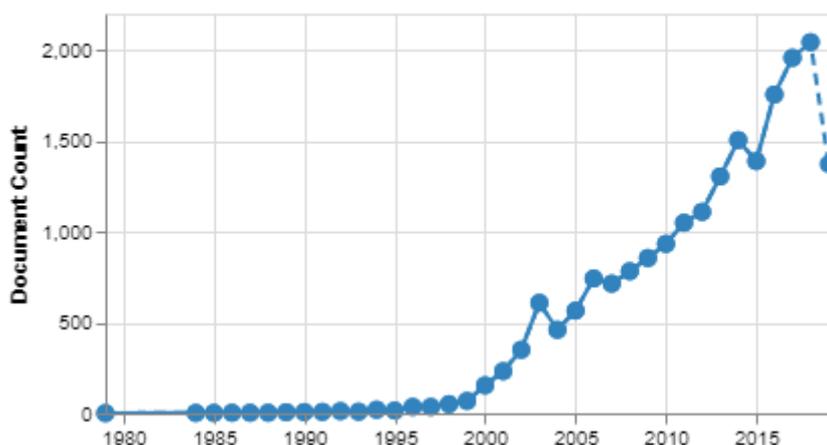


Figure 1 - Orders by year

According to the publications chart by year, it has seen an increase in the last 20 years, reaching a peak in 2018, with 2043 applications, with the USA being the largest number of patent applications, followed by international applications, as shown in Figure 2.



Figure 2 - Jurisdiction

In Figure 03, it can be seen that technology companies have been searching for methods of diagnosis and measurement of their administrative processes. This allows companies to maintain continuous improvement in their organizational processes (application of governance), seeking leadership in the market.



Figure 03 - Claimants

As for the number of patents, less than 50% of patents are granted. Despite this percentage, the sum of the values still reflects the interest in the theme, as shown in figure 4.

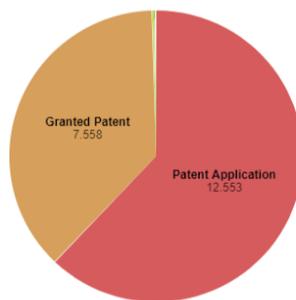


Figure 04 - Patents granted.

CONCLUSION

Considering the peak of orders in 2018, with strong growth since 2004, it is clear that there is still a strong interest in methods for companies to improve their administrative processes.

3 RESULTS AND DISCUSSION SOFTWARE REGISTRATION AT INPI

The National Institute of Industrial Property (2018) is a federal autarchy created in 1970 with the purpose of registering industrial property in Brazil, that is, applications for patents, trademarks, industrial design, computer programs and others, are registered with the INPI .

Regarding the theme of Organizational Diagnosis, the computer program registration was sought at the INPI base, with the following result:

Search Term	Results	Note
Business consulting	0	
Organizational Consulting	0	
Organizational Diagnosis	0	
Business Diagnosis	0	
Consultancy	4	Not relevant to the theme
Diagnosis	56	Not relevant to the theme

Table 1 - Search terms and results on the INPI portal

CONCLUSION

Based on the table, it is clear that there are no computer program records in Brazil with a specific focus on organizational diagnosis as a consulting tool. One of the main reasons that can cause the software as a service business model has become more common compared to the old model, the shelf software (box).

3 - BIBLIOGRAPHIC RESEARCH

The CAPES periodical database was used, with searches in Portuguese with the terms in the table below.

Search Term	Results 5 years	Note
Business Diagnosis	22	Exact search
Business consulting	96	Exact Search
Organizational Diagnosis	62	Exact Search
Business consulting	37	Exta Search
All of the above	73	Free search

CONCLUSION

Based on the table, it can be seen that the number of researches in the administration area is somewhat timid, however when confronted with the data from the patent survey, there is an increase, indicating the application of such knowledge.

4 PORTFOLIO SEARCH

When conducting searches on the internet for "business consultancy" suppressing terms such as blog, videos and Youtube, it is possible to find websites of companies that provide the most diverse types of consultancy. In all, by suppressing unnecessary terms, nearly 2 million sites were found with the exact term.

When the term "business diagnosis" is used, the results drop dramatically to just over 150 thousand and when the term "organizational diagnosis" is used, 96 thousand results.

In all, 50 sites were visited, but those who "claim" to have a diagnostic tool do not make it available online, they only carry out the evaluation if there is contact by telephone (dialing, Skype and WhatsApp), electronic form and e-mail.

For offline tools, two major sites were found: Luz Spreadsheets and Voitto, focusing on Excel spreadsheets, for purchase on the superdownloads website.

CONCLUSION

It is proven that based on web portfolios, there is room in the market for software aimed at organizational diagnosis as a consulting tool, especially with regard to the software as a service model, since none of the specialized sites has made an online tool available.

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