

tend to gently promote their affairs, to create harmony at work. The main rule is concessions, which help to find a compromise in everything.

Summing up the results of this work, it should be noted that the countries of Europe and Asia, although slightly different in business ethics, have their own prospects for business development. It is impossible to say exactly where doing business is better in Japan or Germany, because there are pros and cons everywhere. Wherever you want to run your business, you should keep in mind the cultural characteristics that can play a decisive role in building a new project.

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THE NATURE OF INTERNATIONAL BUSINESS, ITS ENVIRONMENT AND FEATURES

Природа международного бизнеса, его среда и особенности

The main goal is the importance of understanding work in international business. In the modern world, it is very important to understand these aspects. Without this knowledge, it will be very difficult to interact not only in business matters, but also in the modern world as a whole.

Probably, first you need to understand what social culture is. Social culture is a way of organizing society, its functioning and development, which is an independent sphere of cultural existence, in which the ways of organizing and mechanisms for the implementation of joint life and activity of people are laid down. In simple words, it is a set of material and spiritual values created by people over the centuries, as well as the level of historical development achieved by mankind, the degree of civilization of society, intellectual, spiritual development, humanistic worldview. Culture itself, in turn, determines people's behavior, including at work, their attitude to events and phenomena of the surrounding reality and, in particular, to business.

Thus, we can conclude that business, first of all, depends directly on the development of society, factors of the cultural environment and on our ability to own them. What refers to the factors of the cultural environment? These are cultural policies, the social structure of the population, traditions, established customs and practices, and much more. They play a direct role in the formation of relationships.

In different countries there is a different cultural environment, which forms communication in the society. Business, in turn, can not exist without society and communication. Because every day businessmen face constant communication, on

the result of which the fate of a particular entrepreneurial project depends. Let's figure out what a business is. A business is an initiative economic activity carried out at the expense of its own or borrowed funds at its own risk and under its own responsibility, setting the main goals of making a profit and developing its own business. That is why it is so important in business to be able to communicate, not forgetting about the moral qualities, the worldview of the interlocutor, etc., because one sharp word, an unsuccessful joke or the wrong action and everything can go wrong.

Entrepreneurs often deal with foreign investors, on whose decisions the fate of their project depends. Here we have to choose our words very carefully, because forgetting about any facts, we can be left with nothing. It is also necessary to remember about the peculiarities of the foreign language you speak. After all, many languages of the world have their own dialects or idioms that only native speakers of this language understand and know. Therefore, you always need to be on your guard.

But probably the most important rule is to know the special rules of behavior in the society of a particular country. A vivid example of this is when Yuri Gagarin, a world-famous cosmonaut, was invited by Queen Elizabeth II herself to England. During their lunch there were several awkward situations that were incomprehensible to the British, but the most memorable is the situation when Gagarin and the Queen drank tea. After serving tea, Yuri Alekseevich fished out a slice of lemon from his cup and, according to Russian tradition, sent it into his mouth. The guests froze, waiting for what would happen next. The Queen, without batting an eye, did everything exactly like a Soviet cosmonaut. Then she smiled and said, "How delicious!". Or when Elizabeth II was photographed with a Soviet cosmonaut. Everyone was amazed, because one of the most important rules of etiquette is the prohibition of the monarch to be photographed with ordinary people. According to witnesses, she herself offered Yuri Gagarin to take a joint picture as a keepsake. The journalists could not ignore such an unprecedented case and asked Her Highness why she did it. The Queen of England smiled once again and calmly replied: "I took a picture with a heavenly, that is, unearthly, person and therefore did not violate anything."

These are all, of course, very good and funny situations, but you don't always meet a person as easy as Queen Elizabeth II on the rise. Especially when it comes to business, and especially when huge amounts of money are involved. So, it is necessary not to forget to adhere to the rules of etiquette, the peculiarities of the language and culture of the country with the inhabitants of which you are dealing.