

speech strategies to attract attention and convince consumers. The Belarusian marketplace focuses on dynamics and action, the German one strives to create a sense of significance for the consumer, and the American one emphasizes individuality and personal attitude using the pronoun «you». Each marketplace is focused on its target audience, which is reflected in the speech strategies used. Belarusian – for active, ready-to-act consumers, German – for those who value their importance and personal importance, and American – for individualists who value personal experience.

As a recommendation for optimizing the PR strategy of the Kufar marketplace for Belarus, it is recommended: 1) to shoot a video, and also to make sure that it is guaranteed to gain a sufficiently large number of views on the YouTube social network and TikTok, which after watching the consumer will be able to feel the significance of this product and what opportunities it can give him; 2) to use various cumulative bonus systems for regular users; 3) strive to create a personal connection with customers, use "you" in advertising texts, but also continue to use active verbs and the imperative mood in advertising texts.

The study revealed three key assortment strategies of marketplaces that are inherent in both domestic and foreign marketplaces: a brand with a sales focus on marketplaces, the division of the assortment by sales channels, the allocation of a special assortment for marketplaces. In the course of the study, it was found that the most characteristic of the text of the advertising discourse of marketplaces are such lexical means of creating expressiveness as metaphor, personification, epithet, comparison. Periphrasis, metonymy, and synecdoche are used much less frequently, but they are representative.

In conclusion, we'd like to stress that creating and then following the right PR-campaign taking into consideration modern trends and technological advances in the marketing sphere will definitely improve the efficiency of e-commerce activity.

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GUANXI CONCEPT INFLUENCE ON THE CONDUCT BUSINESS IN CHINA

Влияние концепта гуанси на ведение бизнеса в Китае

The Business Culture Complexity Index ranks China as the 20th most difficult business culture in the world. Guanxi has a lot to do with it. In this regard, it is imperative to have a thorough understanding of why guanxi matters so much. The goal of our research is to define the meaning of guanxi concept and its influence on

the conduct business by building upon the publication of Zhang Chi and Hong Seock-Jin “Guanxi Culture: How it Affects the Business Model of Chinese Firms”.

According to the Chinese *Xinhua Dictionary*, guanxi combines two words: guan (关) and xi (系). Guan (关) means a “barrier or key part” and xi (系) means “tie, connection.” Guanxi is a product of a Confucian culture that rules social behaviors between people [2, p. 21]. Confucianism praises love and compassion in relation to others and promotes the building of harmonious relationships. In this way, Chinese society has become a relational one. On the other hand, the Chinese modern social atmosphere, including institutional Chinese environments, also promotes the development of guanxi culture. In this case guanxi means an “institutionally defined system” [1, p.154, p. 254-282]. This reaches back to the time of the Cultural Revolution (from 1966 to 1976) when laws were overturned by manifestations and people chose to rely on other people rather than on orders. Chinese business environment is criticized as uncertain and unstable; therefore, informal rules such as guanxi facilitate risk avoidance. However, we need to take into account that guanxi is more complex than a personal relationship as found in Western countries because of the utilitarian aspect for one of the counterpart. In business environment, guanxi refers to the cross-organizational network between company’s representatives. In a consequence, closer guanxi could lead to more shared behaviors between companies. And these mutual trust, information exchange, resource acquirement, cost saving could eventually turn into a better business performance in terms of finance, marketing, and supply chain.

Besides, businessmen need to cultivate and maintain constantly guanxi via practices. The most widespread of the last ones include the exchange of gifts, favors, entertaining, dining and wining. The choice of a practice depends on the phase in the development of partnerships and sometimes of the geographical region.

Thus, we found out that maintaining guanxi is more formal activity than a common personal relationship and, at the same time, guanxi is not a purely emotional attachment. For Belarusian people who would like to work with Chinese partners, guanxi practice is an inevitable process leading to the simplification of business-process models.

References

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