

At 80 China sits in the higher rankings of PDI – i.e. a society that believes that inequalities amongst people are acceptable. The subordinate-superior relationship tends to be polarized and there is no defense against power abuse by superiors. Individuals are influenced by formal authority and sanctions and are in general optimistic about people’s capacity for leadership and initiative. People should not have aspirations beyond their rank.

If you are doing business with the Chinese and ask them to add some clause to the contract, or simply ask for a favor, and the answer is ‘oh, this is almost impossible’, then most likely the answer is no. If the Chinese say ‘this is a very complicated matter’, then most likely the answer is yes.

Thus, Chinese people traditionally do business based on mutual trust, rather than through written contracts. You’ll need to gain the trust of the key people you meet and gauge their trustworthiness. Pay extra attention and respect to older and/or senior people. The concept of ‘face’ (similar to mana) is crucial in many interactions. Chinese do not like to ‘lose face’ so it’s important to avoid embarrassing someone in front of others.

In conclusion it should be said that understanding specific characteristics and embracing dimensions of business cultures can facilitate effective business cooperation and international partnerships.

**D. Ertman**

**Д.В. Эртман**

БНТУ (Минск)

*Научный руководитель А.И. Сорокина*

## **THE INFLUENCE OF ASIAN CULTURE IN BUSINESS PRACTICES**

### **Влияние азиатской культуры на ведение бизнеса**

Asia is a big and diverse continent that has a rich cultural baggage that profoundly influences conduction of business across the region. This article is about the impact of Asian culture on business practices, the role of specific cultural values, geographical factors, historical contexts, philosophical foundations, and spiritual traditions.

The Influence of Cultural Values. Asian cultures are full of deeply ingrained values that play an important role in business interactions [1]. For example, Confucianism has had a significant impact on shaping business ethics and organizational structures. The emphasis on loyalty and respect towards figures of authority, family values, preference for collectivism and communitarianism (to unify people for their economic and social good), and the importance of social harmony has

led to hierarchical management structures, where decisions are often made at the top. Trust, reputation and long-term relationships are respected in Asian business.

**Geographical Factors and Trade.** Asia's geographical location has historically influenced trade structure and business practices [2]. Countries situated along ancient trade routes, such as the Silk Road, developed cross-cultural business skills and an openness to foreign goods and ideas. Coastal regions, like Hong Kong and Singapore, have become global centers for international trade. Geography has also played a role in the development of specific industries, such as agriculture in Southeast Asia and technology in East Asia.

**Historical Context and Adaptation.** The historical context of Asia has left its mark on business practices [3]. For example, the period of European colonization in parts of Asia shaped the economic landscape and the legal and regulatory frameworks that businesses operate within. Similarly, the post-World War II era brought economic development and modernization, influencing business models and strategies.

**Philosophical Foundations.** Asian philosophies, including Confucianism, Taoism, and Buddhism, have had influence on the mentality and values of Asian business leaders. These philosophies often emphasize balance, harmony, and the pursuit of moral excellence. In practice, this may translate into a focus on long-term sustainability, ethical decision-making, and social responsibility within the business community.

**Spiritual Traditions and Corporate Culture.** Integration spiritual traditions into corporate culture is commonly spread in many Asian businesses. Practices such as meditation and mindfulness are integrated into workplace routines to increase employee well-being and productivity. Corporate social responsibility may also be connected with religious or spiritual values, that leads to initiatives that contribute to the improvement of society.

The influence of Asian culture on business practices is various and dynamic. From cultural values to geographical factors, historical contexts, philosophical foundations, and spiritual traditions, these aspects shape the business landscape in Asia. To make progress in this diverse and vibrant region, businesses should not only recognize these influences but also adapt their strategies and operations. In a world where global business opportunities continue to expand, an understanding of Asian culture and its multifaceted influence on business practices is a valuable asset.

## References

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