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CULTURAL PECULIARITIES OF DOING BUSINESS IN CHINA

Культурные особенности ведения бизнеса в Китае

Nowadays, China is one of the most promising countries for cooperation in various fields. However, when building business relationships in this economically strong country, cultural difficulties may arise.

To create a strong cooperation with Chinese businessmen, it is necessary to take into account the peculiarities of their understanding of business. One of the great quotes of Chinese philosophers reads as follows: "Being in order, expect disorder; in calmness, expect noisy. This is the way of mind control", this indicates the special attention of the Chinese to details, the inability to do anything without their knowledge, so be attentive and respectful to your potential Chinese partner.

Keep in mind that minor mistakes are excusable, but major ones are punishable. Minor mistakes in the cultural environment may not entail major consequences, but if you fail a Chinese company at the responsible moment, then your "face" will be lost. In Chinese society, there are such concepts as "Mianzi" and "Renqing" – these are two important aspects of Chinese culture related to communication and interaction.

"Mianzi" is a concept that denotes an image, reputation and respect of other people. The Chinese are very careful about keeping "Mianzi", so in business situations they usually avoid criticism or refuse to openly reject offers or requests. After all, if your company has even the slightest mention of a bad reputation (no matter abroad or in China itself), no Chinese company will deal with you [1, pp. 199–200].

"Renqing" refers to a culture of mutual commitment and gratitude. When you are given a service or help, you feel an obligation to return the same in the future. In a business context, this can be expressed in the form of gifts, dinners or other forms of gratitude [2].

In Chinese culture, there is such a thing as "Guanxi", which means personal connections and mutual understanding between people, such connections can provide access to the information, resources and opportunities without which building a successful business will simply be impossible [1, pp. 184–191].

A distinctive feature of Chinese business is collectivism and the importance of relationships. It is very important for the Chinese to benefit their economy, as they, foremost, associate themselves with a part of society, so the Chinese are inclined to collective decision-making, not individual [3].

In conclusion, doing business successfully in China requires a deep understanding and respect for traditional Chinese values. Harmony and balance, long-term planning and sustainability, respect for traditions and openness to innovation and cooperation, as well as ethics play a critical role in the success of your business in this country. Awareness of these features will help you establish long-term and mutually beneficial business relationships with Chinese partners and customers, which will become the basis for successful business operations in China.

References

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DIVERSITY OF DOING BUSINESS APPROACHES IN COUNTRIES AND REGIONS OF THE WORLD

Разнообразие подходов к ведению бизнеса в странах и регионах мира

Business is very dependent on the country; a search country has its own unique features in the field of culture, economy and legislation.

It is important to study the cultural values of different countries before starting a business in another country. A good example is the launch of Facebook in China, which failed because the Chinese prefer a "private life". Religion is an important part of the culture that influences global companies. For example, there is no McDonald's in India, since Indians do not eat meat for religious reasons.

As for the economic features, it is important to study the features and opportunities of the markets of a particular country. Markets may be at different stages of development. Markets can be large, with a high or low level of competition.