

be able to calculate the necessary information that talks about the qualities, and then the problem of the influence of advertising on the choice of people will be reduced to the delivery of characteristics and qualities.

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THE ROLE OF WOMEN IN BUSINESS

Роль женщин в бизнесе

For numerous years, women have confronted sociocultural stereotypes and overcome significant challenges to establish themselves in the business world. Modern society has provided women with the chance to actively engage in entrepreneurial activities. The goal of this research is to analyze the involvement of women in present-day business, identify the barriers they face, assess the proportion of women entrepreneurs and offer solutions to support them. Consideration of these issues will highlight the evolution of the role of women in business and develop strategies to promote their successful participation in the entrepreneurial sphere.

In the modern world, women's participation in business plays an increasingly significant role. And Belarus is no exception. Women are involved in various sectors of the economy, such as technology, medicine, education, finance, entrepreneurship and many others. Nevertheless, they still continue to face a range of business obstacles that hinder their entrepreneurial success:

1. There is restricted financial access. Women often encounter significant distrust from banks and lenders, which makes it more difficult to obtain financing for initiating or developing a business.

2. Sociocultural stereotypes can create barriers for women in business. They may face a biased attitude from customers and colleagues, which makes it difficult to work.

3. Women are often more responsible for family and children, more often go on maternity leave, which can make it difficult to devote enough time and energy to business development.

4. Women are often paid lower than men. Even with the condition that they have the same skills and experience.

Globally, only a third of all firms in the world are owned by women. Interestingly, the worst situation is not in the Middle East, where Islam is preached and a lot of things are forbidden to women (23%), and not even in Africa (29%), but

in South Asia (Japan, Korea): here, only 18% of firms are owned by women. Europe has an average of about 30%. The result of Belarus is higher and is 31.5% [1]. And finally, women are most successful in doing business in Latin America and the Caribbean: there, 50% of all companies are led by women [2].

As a result, based on the analysis of the current situation in various countries, it can be concluded that women entrepreneurs demonstrate success in countries with developed economies and progressive gender equality policies. However, in conservative societies and nations with restricted educational opportunities, women face serious challenges in developing their businesses. The solution to this problem could involve implementing professional growth initiatives aimed at supporting women in business, establishing governmental programs that promote easy access to finance and loans for women, the promotion of policies aimed at creating equal opportunities and eliminating gender stereotypes in business and society. These recommendations will help create a favorable environment for women entrepreneurs and contribute to their successful participation in the global business environment.

Resources

1. Треть белорусских предпринимателей – женщины [Электронный ресурс] // Thinktanks.by. – Режим доступа: <https://thinktanks.by/publication/2022/06/27/tret-belorusskih-predprinimateley-zhenschiny.html>. – Дата доступа: 08.11.2023.

2. Dzen.ru [Electronic resource]. – Mode of access: <https://dzen.ru/a/XnYiU2sdSzvPHNJG>. – Date of access: 08.11.2023.

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ELECTRIC CAR INDUSTRY IN CHINA: PECULIARITIES TO BE CONSIDERED WHEN ENTERING THE MARKET

Отрасль электромобильной промышленности в Китае: особенности, которые следует учитывать при выходе на рынок

The electric vehicle industry is becoming increasingly attractive to entrepreneurs due to several key factors. Firstly, there is a growing demand for environmentally friendly transportation options. Secondly, advancements in technology have made electric vehicles more efficient and affordable. Finally, the electric vehicle industry presents a significant opportunity for growth and profitability. China is currently the global leader in both producing and purchasing electric vehicles.