

М. Кресова
М.С. Кресова
АУППРБ (Минск)

Научный руководитель Е.А. Бахтадзе

SOME PECULIARITIES OF RUNNING BUSINESS WORLDWIDE

Особенности ведения бизнеса в странах и регионах мира

The development of international business creates prerequisites for accelerated economic growth at the global level, contributes to saturation of local, regional and world markets, while at the same time making it possible to offset the costs of the market economy, which should include unemployment, fluctuations in production and other crises.

The purpose of this research is to consider aspects and factors that influence the conduct of business in different countries and regions of the world. The global business landscape is diverse, shaped by unique cultural, economic, and regulatory factors in each locale. Understanding and navigating these features is crucial for success in the international marketplace.

One significant aspect of conducting business internationally is cultural diversity. Each country has its own set of social norms, values, and communication styles. Adapting to these cultural nuances is essential for building strong relationships with local partners and customers. For example, in some cultures (such as China, Japan), business is conducted with a strong emphasis on personal relationships, while in others (such as Germany, the USA), punctuality and efficiency may be prioritized. Being culturally aware and respectful is not just a nicety but a necessity for successful global business operations.

Economic conditions also play a pivotal role in shaping the business environment. Varying levels of economic development, inflation rates, and currency exchange fluctuations can impact the cost of doing business and profit margins. Understanding the economic landscape of a specific country or region is crucial for making informed decisions regarding pricing, investment, and financial planning. Moreover, economic stability and government policies greatly influence the ease of doing business, as countries with transparent and business-friendly regulations often attract more foreign investment.

Legal and regulatory frameworks pose both challenges and opportunities for businesses operating internationally. Each country has its own set of laws governing business practices, trade, and intellectual property. Navigating these legal landscapes requires thorough research and compliance to avoid legal complications. Conversely, differences in regulations can create opportunities for businesses to offer products or services that meet specific local needs or to tap into markets with less competition.

Infrastructure and technology also vary widely across different countries and regions. Access to reliable transportation, communication networks, and technology can significantly impact the efficiency and effectiveness of business operations. In some regions (such as Africa, South America, South-West Asia), a lack of infrastructure may pose logistical challenges, while in others (such as the USA, Western Europe), advanced technology may provide a competitive advantage.

Political stability is another critical factor influencing the feasibility of doing business in a particular country. Political instability, corruption, and geopolitical tensions can pose significant risks for businesses. Assessing the political landscape and understanding potential risks is essential for making informed decisions and developing risk mitigation strategies.

In conclusion, we can say that the features of doing business in different countries and regions of the world are diverse and multifaceted. Cultural, economic, legal, technological and political factors contribute to the complexity of the global business environment. Without taking into account the above mentioned factors, not preparing properly for negotiations, for competent conduct of business in the international arena, it is rather problematic to build a promising, competitive capable company. Successful international enterprises are those that invest time and resources in understanding and adapting to these characteristics, recognizing that a one-size-fits-all approach is rarely effective in a dynamic and interconnected world of global business.

У. Кудрявцева, М. Гляковская
Я.В. Кудрявцева, М.С. Гляковская
БГЭУ (Минск)
Научный руководитель А.В. Коньшева

BELARUSIAN CHAIN OF STORE OZ

Белорусская сеть магазинов OZ

There are many trends and ways of doing business in the world. Each country and even the company has its own. In our essay, we want to examine one of the trends using the example of OZ.

OZ.by is one of the largest internet sites in the country, a mobile app and 39 branded stores across the country. The choice fell on this chain of stores not by chance. OZ. by ranks 9th in the ranking of the 100 strongest Belarusian brands by the end of 2022.

Among the trends of doing business in the OZ store chain, the following stand out:

1. The company strives to improve the quality of goods and services, as well as to diversify the product range to meet the needs of each customer. So, the creator of