to place adverts in the top left corner, unlike the Arab Emirates, Japan, China and Korea. The effectiveness of advertising also depends on the platform where it is placed. The presentation of advertisements differs from country to country. In developing countries, common forms of advertising are limited to only print ads, TV ads, and billboard ads. The reasons why creative media of advertising don't work in developing countries:

- Companies do not want to invest a lot of money;
- Outdoor advertising gets vandalized;
- Creative advertising does not appeal to lower-class people.

According to online survey in which two questions were suggested: advertising on the Internet and advertising outside the Internet, it was found that online advertising is more likely to attract attention.

The study shows that in Belarus, advertising is most often noticed through promoters outside the Internet and in social networks among the Internet. Placing adverts on social networks is almost as effective as on trading platforms. The popularity of online advertising is due to the transition to an information society. The popularity of social media advertising is leading the way due to the mechanism of analysing the content that the user consumes.

Outside the internet, more interest is aroused by advertising from promoters. Promoters can provide additional information about a product and give tips on how to use it. This can help create a positive impression with customers who may return to you in the future and become regular customers.

Thus, the most profitable product advertising strategies, given the socio-cultural environment in Belarus, are social media advertising and promotion.

A. Chirba
А.В. Чирба
БГЭУ (Минск)
Научный руководитель Н.А. Михайлова

THE IMPORTANCE OF THE SOCIAL-CULTURAL ENVIRONMENT IN GLOBAL BUSINESS

Значение социокультурной среды в глобальном бизнесе

In today's interconnected world, businesses are no longer confined to their local markets. The globalization of business has expanded opportunities and horizons, but it has also brought forth a myriad of challenges. Among these challenges, understanding and adapting to the social-cultural environment of different regions is paramount. This article delves into the significance of the social-cultural environment

in global business and how it shapes strategies, operations, and success in the international arena. The goal of this article is to highlight the importance of understanding and adapting to the social-cultural environment in global business.

The social-cultural environment refers to the customs, beliefs, values, norms, and behaviors of people in a specific society or region. It encompasses everything from language and religion to social hierarchies and consumer preferences. For businesses expanding globally, comprehending and respecting these factors is essential. One of the most critical aspects of the social-cultural environment is cultural sensitivity. It involves recognizing and appreciating the differences and nuances among cultures. Businesses must avoid ethnocentrism, which is the belief in the superiority of one's own culture, and instead adopt a culturally relativistic approach. Cultural sensitivity affects various aspects of global business, including marketing, product design, and communication. What works in one culture may not resonate in another. For instance, colors and symbols that are considered lucky in one culture might be seen as inauspicious in another. The social-cultural environment profoundly influences consumer behavior. Understanding the local culture's attitudes toward products and services is crucial for market entry and success. Some cultures prioritize individualism, while others emphasize collectivism. Likewise, certain societies value tradition and heritage, while others are more open to innovation. For instance, fast food chains like McDonald's adapt their menus in different countries to cater to local tastes. In India, where many people follow vegetarian diets, McDonald's offers a range of vegetarian options, a testament to their understanding of the local social-cultural environment. Effective marketing requires tailoring messages and branding to resonate with the local culture. Successful global companies invest in market research to understand consumer preferences and develop marketing campaigns that align with local values and aspirations. This not only enhances brand acceptance but also fosters a sense of authenticity. Global businesses often employ a diverse workforce from various cultural backgrounds. Managing this diversity effectively requires cultural sensitivity and inclusivity. HR policies, training programs, and workplace practices must acknowledge and accommodate the cultural differences among employees. Laws and ethical standards can vary significantly across countries. What is considered a common business practice in one culture might be unethical in another. Understanding these differences is crucial to avoid legal issues and maintain a company's reputation. While the social-cultural environment presents opportunities for global businesses, it also poses challenges. Misunderstandings, cultural faux pas, and insensitivity can harm a company's reputation and bottom line. However, with the right approach, these challenges can be navigated effectively. Many successful companies invest in cross-cultural training for their employees, especially those involved in international operations. This training equips individuals with the knowledge and skills needed to navigate cultural differences, fostering effective communication and collaboration. Establishing

partnerships or joint ventures with local businesses can be invaluable. Local partners possess intimate knowledge of the social-cultural environment and can provide insights and guidance for smoother market entry and operations.

In an increasingly globalized business landscape, the social-cultural environment is a force that cannot be ignored. It shapes consumer behavior, influences business strategies, and impacts the bottom line. Companies that embrace cultural sensitivity, adaptability, and a willingness to learn and respect local cultures are more likely to thrive in the complex and diverse world of global business. By recognizing the significance of the social-cultural environment, businesses can build bridges to new markets and foster relationships that lead to sustainable success.

In conclusion, the social-cultural environment is a powerful force that businesses cannot afford to ignore in today's globalized landscape. By recognizing and embracing cultural sensitivity, adaptability, and a willingness to learn, businesses can navigate the complexities of different cultures and foster relationships that lead to sustainable success. Ultimately, businesses that prioritize cultural understanding are more likely to thrive in the diverse and interconnected world of global business.

V. Chirkina
В.Е. Чиркина
КГМУ (Курск)
Научный руководитель доцент О.В. Раздорская

ACQUIRING MANAGERIAL AND LANGUAGE SKILLS IN THE PROCESS OF INTERDISCIPLINARY EDUCATION

Формирование управленческих и языковых навыков в процессе междисциплинарного образования

Traditionally, medical students are taught professional communication in English, taking into account their future specifics of communication. However, in case of the discipline *Management in Healthcare*, there is a need to develop interdisciplinary skills-communication skills of a chief doctor as a manager or that of a physician as a 'leader of a team of doctors and nurses'. For this purpose there is a need to make the future health care workers know the basics of management in medical institutions. It can be done at the classes on *Management in Healthcare* and the discipline of *Foreign Language in Professional Communication*. The functions of a chief doctor resemble those of a manager, who knows the peculiarities of the company's organization, able to lead the staff and communicate with various employees. Both a manager and a chief doctor should have leadership, analytical, and communication skills, and pay attention to details. In our opinion, the disciplines above mentioned can be integrated for more effective formation of hard and soft skills.