

In terms of digital innovation and e-commerce, China leads the way. The people in the nation are tech-savvy and the nation has a very developed digital infrastructure. Businesses can reach a sizable consumer base by utilising China's e-commerce platforms, like JD.com and Tmall from Alibaba. Success in the Chinese market requires embracing mobile payment methods and digital marketing techniques. Gaining market insights and overcoming bureaucratic obstacles can be accomplished by forming close ties with Chinese businesses and local government officials. Getting involved with chambers of commerce, trade associations, and government agencies can offer beneficial networking and support.

The analysis of the information revealed that, for businesses prepared to devote the necessary time, energy, and resources to comprehending China's distinctive features, doing business there presents enormous opportunities. The Chinese market has enormous potential, but it's important to overcome its obstacles, which include cultural differences, complicated regulations, and intellectual property protection. The analysis of the material revealed that there is a lot of room for growth and development in the Chinese market, which presents numerous opportunities for enterprises. With a middle class that is expanding quickly and a population that is approaching 1.4 billion, it provides access to a sizable consumer base. To successfully enter this profitable market, businesses must be ready to handle obstacles like cultural differences, complicated regulations, and intellectual property protection.

Е. Luksha, К. Minchenya
Е.А. Лукша, К.В. Минченя
БГЭУ (Минск)

Научный руководитель А.Ю. Шубович

FEATURES OF BUSINESS COMMUNICATION IN NORWAY

Особенности бизнес-коммуникации в Норвегии

Business communication is one of the main factors in the success of a company. It increases business efficiency, facilitates the management process and reduces the possibility of conflicts. Communication in business helps managers and employees better understand tasks and overall goals, which is an important factor in delivering quality work. Successful communication helps create a good reputation and strengthen the company's position in the market.

The main idea of the article is to consider the main details of business communication in Norway and give tips that will help make negotiations with Norwegians more effective.

Norwegians are reliable business partners and always fulfill their obligations. But they expect the same from others. Their style of business negotiations can be described as direct, frank and consistent. They negotiate quite carefully with someone they do not know well enough. But if the partner is trusted, Norwegians can take some risks. Secrecy and ambiguity in negotiations are not allowed and cause hostility among Norwegian businessmen. In this case, they try to finish the business meeting quickly. This may be why some cultures (especially the Swedes) view Norwegians as narrow-minded, inflexible and old-fashioned. Appeals in Norway are official. They can call their interlocutors by last name.

Norwegian business etiquette is based on honesty and punctuality. They like order in everything here, so you can't be late for a pre-arranged meeting. If due to circumstances beyond your control you are late, warn your colleagues and explain the reason.

At the beginning of every business communication, it is customary to exchange business cards. It is also customary to give gifts during business meetings. Usually these are souvenirs associated with national traditions. You can also present notebooks, branded pens, and lighters. Clarify the list of possible gifts in advance so that in the future they are not regarded as an attempt to exert pressure or a bribe. Scandinavians are not picky when it comes to clothing, but it is better to use business style when meeting. Women can dress a little more loosely than men. In business negotiations, partners from Norway show true Scandinavian restraint. According to etiquette, a reliable partner must carefully prepare for the meeting, having worked out all possible nuances. Ignorance of details in negotiations is very alarming. Secrecy or ambiguity is unacceptable. It's worth talking less, doing more. Norwegians do not like empty promises or excessive sociability, and unpunctuality in fulfilling duties will lead to a break in relations.

At formal meetings, you must address your partner by his last name. Modern Norwegian culture gives women equality not on paper, but in reality. Condescending treatment, an attempt to look after or give up a seat are perceived as an insult. Everyone, regardless of gender, greets with a handshake.

In the Norwegian business world, individual leadership and the ability to make all decisions independently are valued. Dependence on the team is considered a weakness.

Each nation has its own behavioral characteristics, and in order to achieve their favor, you need to know them and take them into account in communication. Once in the cultural home of the Norwegians, you need to try to look at the world through their eyes and follow some rules that will help you win the trust of this original and, at first glance, harsh people.

Thus, we can conclude that Norwegians respect honesty, pragmatism, prudence and prudence, humor, respect for nature, self-confidence, restraint in conversation and silence. They do not like extravagance, talkativeness and boasting. Norwegians are prudent, prudent, they always do more and talk less. Communication with Norwegians will be a pleasure for many.