1. Attracting external resources (using the services of an interpreter). When contacting foreign colleagues, documentation must be kept in the official languages of the parties involved in the transaction.

2. Language training of personnel. The main disadvantage of this method is the significant expenditure of time and financial resources. Language training of employees takes place using several basic models. One of the models consists in direct interaction between the firm and the teacher, i.e. the firm invites the teacher as an employee.

3. The possibility of hiring staff who already possess the required language skills. English language skills are the most common requirement for applicants in companies wishing to succeed internationally. The importance of foreign language skills in the international space is reflected in companies' staffing strategies.

4. The use of automatic machine translation systems. Currently, the high cost of translation is a barrier for SMEs seeking access to major European markets [3].

Businesses are becoming more and more international every day: some companies go global on their own initiative to open up new opportunities, while others are forced to do so by slowing growth in their local markets. Whatever the reason for expanding beyond the borders of the home country, companies clearly recognize the impact of international cooperation and communication with customers and colleagues from other countries, cultures and time zones on their financial well-being. Language and cultural barriers make it much more difficult to gain a foothold in unfamiliar markets.

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SOCIO-CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS

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Purpose: to identify the importance of socio-cultural analysis in the conduct of international business.

1. To expand a business into an international environment, many factors must be taken into account. In addition to the main ones, such as the economic and political sphere, it is worth taking into account socio-cultural factors that play an important role in the success of the company in the international arena. Let's just say that this is the basis without which it is impossible to enter the international market.

2. The socio-cultural aspect unites two important areas - culture and society. The essence of socio-cultural factors lies in the lifestyle of a group of people, their values and customs. By analyzing these factors, it is possible to study the needs of customers, their shopping habits, traditions tied to the purchase of certain goods. You can also analyze the general attitude to a certain type of product, understand trends, for example, the environmental friendliness that is popular now.

3. Sociocultural analysis is an important tool in sociology and cultural studies. It is designed to study the impact of social and cultural factors on social processes and structures.

The aim is to study the interaction between social groups in the formation of social phenomena, processes and institutions.

This analysis can be divided into the following blocks:
• Religion
• Values, traditions of society
• Social structure of society
• Level of education and science

4. A variety of methods and approaches are used to conduct cultural and social analysis. Among them are Empirical Analysis, Comparative Analysis and Network Analysis.

Empirical analysis consists in observation. Conducting various experiments. Data collection in the format of an interview or survey.

Comparative analysis is a comparison of various phenomena in order to identify similarities and differences. It is also a comparison of different processes in different cultures and peoples.

Network analysis is the study of social networks. In their interaction with cultural factors. This analysis occupies a leading position among the methods of market analysis.

For example, if you analyze the Indian market by cultural and religious values, where a cow is a sacred animal, you can understand that it makes no sense to supply beef products, since it will not be in demand, and your company's actions will be condemned because you offend the values of this culture.

Conclusion: Cultural and social analysis is necessary for business to enter the international arena. This is one of the main factors to consider before becoming an international company.

This analysis is a significant tool for studying the interaction of social and cultural factors in society. It helps to understand how culture shapes social processes

and structures, the needs and desires of consumers, their financial capabilities and other factors.

Research results: the study revealed that the socio-cultural environment is necessary for doing business abroad. This is the basis that a company should pay attention to before becoming international.

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EDUCATIONAL PLATFORMS IN PERSONNEL TRAINING
Образовательные платформы в обучении персонала

Distance learning is a complex of technologies that ensure the delivery of the main volume of the studied material to students, interactive collaboration among students and teachers, as well as providing students with the opportunity to work independently on mastering the material. Distance education has been developing for decades, but it has become the most popular in recent years. And during the pandemic information technologies have become an indispensable tool, providing an advantage to many products, including educational ones.

This is largely due to the wide spread of educational platforms – information spaces that actually serve as an intermediary between the teacher and the student. Platforms allow course developers to automate learning processes: open access to lessons, send out content, analyze statistics, organize feedback, etc. Educational platforms have significantly increased accessibility – the ability to obtain knowledge from anywhere in the world without being limited by geographical boundaries, at a convenient time. This is especially true for those who, due to time, financial or other restrictions, are unable to attend full-time training programs and courses.

Educational platforms are highly flexible: unlike traditional classical teaching, where the teacher works with a group and does not have the opportunity to individualize the learning process, online platforms allow you to adapt educational materials and techniques to the individual needs of the student.

Online learning platforms allow wider use of educational tools such as interactive assignments, tests, online forums and discussions, increasing the interactivity of the learning process.

Distance learning also has its limitations. The lack of direct contact with the teacher, with classmates is one of the main problems that students face. The opportunity to ask a question, discuss a lecture or a case with other students online may be limited, which will make it difficult for someone to understand and assimilate