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SOCIAL AND CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS

Социально-культурная среда международного бизнеса

The purpose of the work is to study the influence of human interactions, cultural environment and social life on international business. They reflect the external part of the business. Also, the basis of any business is the characteristics laid down by the country of its founding: customs, traditions and values.

When international businesses interact, agreements and understanding of their multinational characteristics are reached. Going international increases risks and responsibility. Undertaker is influenced by political situations, his place of birth and location, and his level of education, medical care and social environment. Also, a businessman is influenced by the history of his family, his country, even climate, length of day and seasons, which is the unique experience of every person in every corner of the world.

Trade, as the basis of any business, is the interaction of buying and selling. And international trade includes certain relationships between different entities that have their own experience and knowledge. In order to succeed in international business, it is necessary to get strong relationships between companies or entrepreneurs, because only through understanding and respect for different cultures and values can a favorable international business environment be created.

In order to achieve high goals and results in work, it is necessary to evaluate the understanding and relationships between partners, especially international ones. When interacting, companies try to complement both their own achievements and the achievements of their partner. To do this, they use all resources, including information, and this facilitates the accessibility of understanding each other.

Of course, relations between different countries are also affected by the language barrier, which can be easily overcome thanks to our own knowledge and translators. But the most important thing is respect and tolerance for colleagues.

Scientific advances help add to our understanding of international relations and business, but they can also hinder our understanding. There are scientists who argue that all people, regardless of culture, are the same, and international business does not require a fussy attitude. But this is absolutely not true, because the subtleties of each business partner must be taken into account when building productive work to improve the economy of both the company and the country.

In conclusion, if we examine the context of the social and cultural situation of international business, we will find a solution to the problem of identifying and shaping the critical issues affecting the exchange of entrepreneurial information in international business teams.

It is also necessary to note communication characteristics and abilities in international teams. The social and cultural environment of international business is strongly influenced by our perceptions and our stereotypes and preferences. There are, of course, differences between companies in different countries, but a professional approach to studying different cultures is the key to solving all the problems and challenges that arise in long-term and effective business relationships between representatives of international business.

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CULTURAL INTELLIGENCE AS A VITAL SOFT SKILL IN THE INTERNATIONAL BUSINESS PRACTICE

Культурный интеллект как важный «гибкий навык» в практике международного бизнеса

The accelerating process of globalisation has clearly identified cultural diversity as one of the most important characteristics of the modern workplace environment. Nowadays, *cultural intelligence* is regarded as a vital soft skill for professionals who want to succeed in international economic relations [1, p. 91]. The purpose of the given research is to identify its impact on modern business.

The authors of this concept, professors *P. C. Earley* and *S. Ang*, largely define *cultural intelligence (CQ)* as a person's *capability to successfully adapt to a new cultural context* [2, p. 5]. It involves an understanding of the ways of thinking that exist in different countries and regions, as well as in the local setting with varying indigenous cultures [3, p. 139]. *P. C. Earley* and his colleagues from Singapore point out that a range of well-known companies, such as *IBM, Nike, Lloyds, Lufthansa, Levi Strauss*, to name a few, see the *cultural intelligence* of their employees as an important competitive advantage in the modern international labour market. Moreover, they believe it to be a *strategic skill* for managers and leaders [2, p. 9–10].

It has to be mentioned that the phenomenon of *cultural intelligence* is being studied nowadays by a wide spectrum of humanitarian sciences and applied disciplines. It is especially demanded by organisational and pedagogical psychology,