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DOING BUSINESS IN SCANDINAVIAN, EUROPEAN AND EAST ASIAN COUNTRIES

Ведение бизнеса в скандинавских, европейских и восточноазиатских странах

To be successful in business you need a great idea, as well as enough self-confidence and passion to make the other people believe that it is great. And the very important thing on your way is understanding the specifics of doing business in different countries and regions, the ability to accept the point that it could be absolutely different from what we are used to. In spite of all the globalization national traditions still take an important place in the business cultures and there are aspects you should keep in mind when communicating and negotiating.

Let's start with the Scandinavian countries as this area is getting more and more popular. Scandinavian business due to its unshaking and serious approach to doing business and hard work has become an example to follow. For instance, in Sweden it is very important to maintain eye contact. Moreover, Swedes respect those who come with knowledge and experience. Any proposal or presentation must be well-planned. Danes avoid conflicts, prefer not to express emotions, call each other by name, but at a business meeting they are very direct and ask tricky questions. If we talk about Norwegians, they love to joke and respect those who have a good sense of humor. Any business acquaintance begins with the exchange of business cards. If you do not have one, it is considered disrespectful and may create tension during negotiations. Besides, in Scandinavia everyone is considered an equal member of the workforce. Any employee can speak openly and propose an idea.

To pursue, have a look at the specifics of doing business in major European countries. There professional qualities, creativity and an unconventional approach to problem-solving are highly valued. The British are hospitable and often invite business partners to their home, but they do not like unnecessary questions about their personal life. The French are very reluctant to criticize. Even the most unsuccessful work will find something to praise for. It is also common for them to ask a lot of questions and interrupt someone before the partner finishes the thought. This should be treated with understanding and patience. In Germany a person's experience and achievements are valued much more than academic titles and qualifications. And in Italy personal connections play a big role and less attention is paid to profit. Italians often make decisions based on intuition, supported by various consultations.

Finally, we move on to the specifics of doing business in East Asian countries. In China any important business meeting should be planned and discussed several months in advance. Negotiating with the Chinese is not easy: they are very pragmatic and stand their ground without accepting arguments. Cheating in business is not considered shameful and is even encouraged. The Japanese during negotiations demonstrate a certain degree of suspicion. Everything you say will be taken literally, so you shouldn't joke. The gesture of shaking hands as a greeting may seem strange to them. Bowing will be enough. It is also very important for Japanese entrepreneurs to exchange gifts with a business partner. Before accepting a gift, you must refuse it twice, this is a sign of good manners. Presentations with graphs and accurate data make a great impression on them.

This research shows that the majority of company executives with experience in developing foreign markets believe that the quality of international communication affects profit of business activity in any country.

To conclude, we would like to say that differences in cultural traditions, norms of corporate behavior and languages are three main serious barriers to the development of foreign markets. They can be overcome, if you show sincere interest and attention. In this case your global business ties will strengthen.

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TARGET COSTING: HISTORY AND DEFINITION

Target costing: история и определение

The notion of target costing has been studied and applied in marketing for a long time. This concept is successfully applied in foreign firms.

The end product costing approach is first mentioned in the early 20th century in Portage in America and in Germany in the 1930s. However, it was not until after the Second World War during the period of shortages that the target costing approach emerged. In America, they developed a concept known as "value engineering", which was to simultaneously increase the attractive features of a product and reduce the cost. Later, Japanese companies began to apply this concept to compete more successfully in the domestic market. The concept, known as "genka kikaku", was first applied in Japan in 1963 at Toyota Motor Corporation, although it was not described in the literature until 1978. Subsequently, "genka kikaku" was renamed "target costing", a term that is widely used by marketers today. In 1996, Resler carried out a