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## **DOING BUSINESS WITH CHINA: CULTURAL DIMENSIONS**

### **Бизнес с Китаем: культурные аспекты**

To do business effectively, it is important to be aware of the Chinese having their own national psychological characteristics, which are important to consider when communicating with them. Some may use acquaintance with a foreigner for personal gain. Knowledge of local customs and rules of communication is of great value. And this is the matter of our research.

The greeting is also important and can vary depending on the age and social status of the person. For example, Chinese people can maintain a still position, avoid direct gaze and show politeness to hide their true feelings and attitudes.

China should firmly adhere to the concept of win-win cooperation and inclusive mutual supervision. While helping Belarus improve its development model, it should also learn the advantages of Belarusian's development model. Cooperation based on common development will undoubtedly have more potential. In the process of sharing and learning, China needs to do a good job in promoting ideas to avoid misunderstanding and even distorting China's intentions. In the specific practice of carrying out economic and trade cooperation with Belarus, Chinese enterprises hold the original side of "co-operation, co-construction and co-prosperity" to prevent the possible "big boss mentality" to avoid unnecessary understanding and suspicion of China in Belarus, Russia. On this basis, China also needs to cooperate with Belarus to improve the market docking mechanism between the two countries, such as establishing a common service and rights protection standard system, streamlining import and export trade management procedures, and establishing a dispute resolution mechanism. This move is conducive to the lack of bilateral trade barriers between China and the United States, thus providing lasting impetus for the long-term development of the economic and trade cooperation between the two countries.

To understand national character better, it is necessary to bring in Hofstede method. With a very high score of 95, Belarus is a nation where power holders are very distant in society. People in this society accept a hierarchical order in which everybody has a place, which needs no further justification. Hierarchy is seen as reflecting inherent inequalities, and the different distribution of power justifies the fact that power holders have more benefits than the less powerful in society. The discrepancy between the less and the more powerful people leads to a great importance of status symbols.

At 80 China sits in the higher rankings of PDI – i.e. a society that believes that inequalities amongst people are acceptable. The subordinate-superior relationship tends to be polarized and there is no defense against power abuse by superiors. Individuals are influenced by formal authority and sanctions and are in general optimistic about people’s capacity for leadership and initiative. People should not have aspirations beyond their rank.

If you are doing business with the Chinese and ask them to add some clause to the contract, or simply ask for a favor, and the answer is ‘oh, this is almost impossible’, then most likely the answer is no. If the Chinese say ‘this is a very complicated matter’, then most likely the answer is yes.

Thus, Chinese people traditionally do business based on mutual trust, rather than through written contracts. You’ll need to gain the trust of the key people you meet and gauge their trustworthiness. Pay extra attention and respect to older and/or senior people. The concept of ‘face’ (similar to mana) is crucial in many interactions. Chinese do not like to ‘lose face’ so it’s important to avoid embarrassing someone in front of others.

In conclusion it should be said that understanding specific characteristics and embracing dimensions of business cultures can facilitate effective business cooperation and international partnerships.

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## **THE INFLUENCE OF ASIAN CULTURE IN BUSINESS PRACTICES**

### **Влияние азиатской культуры на ведение бизнеса**

Asia is a big and diverse continent that has a rich cultural baggage that profoundly influences conduction of business across the region. This article is about the impact of Asian culture on business practices, the role of specific cultural values, geographical factors, historical contexts, philosophical foundations, and spiritual traditions.

The Influence of Cultural Values. Asian cultures are full of deeply ingrained values that play an important role in business interactions [1]. For example, Confucianism has had a significant impact on shaping business ethics and organizational structures. The emphasis on loyalty and respect towards figures of authority, family values, preference for collectivism and communitarianism (to unify people for their economic and social good), and the importance of social harmony has