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FEATURES OF DOING BUSINESS IN COUNTRIES AND REGIONS OF THE WORLD

Особенности ведения бизнеса в странах и регионах мира

The purpose of this research is to study the main characteristics of business in different countries and regions of the world.

The cultural diversity of modern humanity is increasing, and its constituent peoples are increasingly finding ways to preserve and develop their integrity and cultural identity. This trend confirms the general pattern that an increasingly interconnected and united humanity will not lose its cultural diversity. Within this trend of social development, it becomes crucial to be able to identify the cultural characteristics of peoples in order to understand each other's mentality and achieve mutual recognition in business sphere.

In international business the influence of culture manifests itself literally at every level. Therefore, the more diverse the cultural areas in which one does business, the more distinct the cultural differences and the higher the barriers to communication are, the more important the requirement for intercultural competence in human resources, especially in international management. Doing business with partners from different countries around the world is conditioned by differences in the values of the national culture and the characteristics of the organizational behavior types they represent. Let us look at some of the most striking differences in the examples of business people behaviour from several countries around the world.

One of the countries with an extremely high concentration of international companies is China. Business in China is built on trusted personal relationships. To conduct successful business with the Chinese, knowledge of the Asian mentality is crucial. For the Chinese it is important to know a person closer before doing business with him. Mutual assistance, respect and support as well as joint goals and projects, recreation, lunches, dinners are the basis of Chinese business society and culture.

As a rule, rational, punctual and extremely thrifty representatives of the German business circles maintain their traditional mentality during business trips and meetings with potential partners. Germans love organization and order. They are pedantic, skeptical, not verbose, serious and reserved. Thus conducting business negotiations with the Germans in a hurry is a big mistake.

The German approaches business negotiations toughly but deeply. They need to be provided with specific, detailed, realistic and not exaggerated or vague

information. Self-discipline and strict adherence to obligations and business communication etiquette are hallmarks of the German population. Thanks to their self-organization, German businessmen are able to be consistent when concluding business deals. The main feature of the German manners of doing business is the degree of formality (official requests and suggestions, signed contracts for all occasions, official receptions, etc.).

To sum up, it's worth mentioning that knowing the national characteristics and psychological nuances of doing business in different countries not only allows for very effective negotiations, but also helps to avoid commercial setbacks.

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FEATURES OF DOING BUSINESS IN BELARUS

Особенности ведения бизнеса в Беларуси

The purpose of my scientific work is to take a deeper look at the main aspects of doing business in the Republic of Belarus, and also identify the connection between the mentality of the Belarusian people and the entrepreneurship of our country.

Business is one of the most important criteria for the development and well-being of any country. And each state has its own ways of doing business, based on its features. To date, the Republic of Belarus is striving for a serious goal in the field of entrepreneurship: stable, predictable, as well as comfortable business conditions should become the hallmark of the country. Our country has taken a place in the top thirty leaders in international trade, overtaking its EAEU partners and even some EU states.

These successes were achieved by showing the world the goodwill and openness of our country, thus attracting foreign investors. Communication with an external economy is very important not only for Belarus, but also for any country as a whole. At the moment, the Republic of Belarus actively supports foreign economic relations with such countries as Russia, China, the UAE, Azerbaijan, Armenia, Kazakhstan and Kyrgyzstan. We can offer our equipment and products to other states, and they, in turn, can share their experience with us. Belarus also has a visa-free regime for more than 80 countries of the world, which makes tourism in our country easier and more accessible. Such openness to the outside world is the key to doing successful business in the country.

The peculiarity of Belarus is its advantageous geographical position. The country is located in the middle of Europe, which allows the country to successfully