

The year 2003 was very successful for the company, because it was decided to focus on the production of smartphones, tablets and other consumer electronics. “Huawei Device” division appeared. In 2004, the first smartphones were released, first of the WCDMA standard – with a third-generation 3G cellular connection.

In May 8, 2006, the company presented its new visual style and logo. And in 2009, the ancestor of all modern smartphones appeared – a phone with the Android 1.5 operating system, model U8220. In 2011, when tablets became popular, Huawei released the first MediaPad tablet computer on the Android system.

Over the years of its existence, “Huawei” has achieved a key strategic goal and has become the world’s main provider of solutions in the field of information and communication technologies (ICT). As a result, the products and services of “Huawei” can be found in more than 170 different countries and regions of all over the world. The company managed to form a competitive portfolio of integrated solutions in the field of cloud computing, equipment and telecommunications. And all this was possible to the successful leadership of Ren Zhengfei.

As the founder Ren Zhengfei said, “The secret of “Huawei’s” success is that we are dedicated to the customer and focused on his needs, no matter what it costs us. Our company operates in 170 countries around the world and has never stopped providing its services, despite the most difficult, dangerous conditions for the life of employees, including the earthquake in Chile in 2010 and the explosion at the nuclear power plant in Japan in 2011.”

Very often it is possible to meet a headline “Ren Zhengfei – a mysterious Chinese billionaire” in the newspapers. It is really so. Now Ren Zhengfei is 78 years old. He began his business when he was already 43. And he has achieved a great success. He is known all over the world.

But in spite of his age Ren Zhengfei is full of force and ideas. He is very proud of his company. He is one of the richest and talented businessmen in China.

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## **HR DEPARTMENT IN EUROPEAN COMPANIES**

### **Отдел кадров в европейских компаниях**

The HR department in Europe plays a crucial role in managing the human resources of companies operating within the continent. With diverse cultures, languages, and labor laws, the HR department faces unique challenges in Europe. The

major purpose of this study is to identify the features of the HR department in European businesses.

One of the primary functions of the HR department in Europe is recruitment and hiring. This involves sourcing qualified candidates from various European countries, ensuring compliance with local regulations, and conducting cross-cultural interviews. The HR department also collaborates with recruitment agencies and uses online platforms to attract talent from across Europe.

Another essential task of the HR department is employee onboarding and training. European companies often have employees from different countries, requiring the HR department to develop comprehensive onboarding programs that address cultural differences and facilitate integration into the company culture. Training programs may also include cross-cultural sensitivity and communication to foster a harmonious work environment.

The HR department in Europe is responsible for ensuring compliance with labor laws and regulations. Each country in Europe has its own set of labor laws and regulations, ranging from work hours and leave policies to minimum wages and employee benefits. The HR department must stay up-to-date with changes in these laws and ensure that the company is compliant in each country where it operates.

Employee relations and conflict resolution are also important aspects managed by the HR department in Europe. With employees from different cultural backgrounds and work styles, conflicts may arise. The HR department plays a key role in resolving disputes and promoting a positive work environment through effective communication and mediation.

Furthermore, the HR department in Europe is involved in performance management and career development. This includes setting performance metrics, conducting performance appraisals, and identifying training and development opportunities for employees to enhance their skills and advance their careers within the company.

As a result, the HR department in Europe faces unique challenges due to the diverse nature of the continent. It plays a crucial role in managing human resources, including recruitment, onboarding, compliance, employee relations, and career development. The HR department acts as a bridge between the company and its employees, promoting a harmonious work environment and supporting the overall success of the organization in Europe.

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## **CULTURAL ASPECTS IN BUSINESS OF THE UNITED STATES OF AMERICA**

### **Культурные особенности в бизнесе Соединенных Штатов Америки**

The features of doing business are directly related to the culture of a certain country. Therefore, any business relationship should be based on the cultural differences. Awareness of the differences of a particular culture is vital to overcome cultural barriers, that can slow down business development.

In this article the author describes some cultural features of doing business in the United States of America. Many businessmen find this country as a source of unlimited business opportunities, which, in fact, is true due to the ease of opening business. American greetings are quite informal, which can cause misunderstanding among representatives from Europe. This type of greeting expresses the equality of all individuals in the working team. According to the American business etiquette, it is necessary to greet partners with a short and strong handshake. However, such a greeting can be easily replaced with an ordinary “Hello” or “How are you?” [1].

American directors try to listen to their team’s opinions. They do respect negotiations with a representative who is below them in status. Based on that, we can say that business in the United States relies on the collegial principle of decision-making. Another distinctive feature in the American business is that business gifts can be perceived as a bribe. In a country like the USA, there is no such thing as a corruption in business. There’s even a concept in the United States, that is called “kickback”. This concept refers to a form of bribery and is unacceptable at the legislative level. The USA creates all conditions for conducting business at the legislative level. Therefore, no one will risk their business reputation for a more profitable business.