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**THE INFLUENCE OF CULTURAL CHARACTERISTICS  
ON BUSINESS PRACTICES: A COMPARATIVE ANALYSIS  
OF ASIAN AND EUROPEAN COUNTRIES**

**Влияние культурных особенностей на деловую практику: сравнительный  
анализ азиатских и европейских стран**

Our research focuses on a comparative analysis of the impact of cultural characteristics on business practices in Asia and Europe. Both of these regions have a long and rich history, and each of them is characterized by unique cultural aspects. These cultural differences have a significant impact on companies' strategies, marketing approaches, personnel management and general business practices.

In this study, we will look at the key aspects of the influence of cultural characteristics on business practices in these two regions, identify similarities and differences, and provide recommendations for successful business in different cultural environments. Our analysis will help to better understand how to adapt business strategies to take into account cultural peculiarities, and what best practices can be applied to build successful relationships with customers and partners in Asia and Europe.

Asia is a huge continent that includes many diverse cultures and approaches to business. However, there are common features that can be highlighted: Collectivism: Most Asian cultures value collectivism and family ties. This is reflected in the fact that business decisions are often made in a team, and personal relationships play an important role. Long-term planning: Asian companies tend to focus on long-term planning and strategies rather than short-term results.

Europe also represents many different cultures and approaches to business Individualism: Many European cultures emphasize individualism and personal initiative. This can lead to more flexible and innovative approaches to business. Striving for quality: The importance of high quality standards and innovation is often a priority in European business.

A comparative analysis of the cultural characteristics of Asia and Europe shows how these differences affect business practices. Management and leadership: In Asia, vertical hierarchies and a more formal management style may be more common, while in Europe the emphasis may be on more democratic structures and initiative. Marketing and Sales: Marketing strategies in Asia may take into account traditions and family values, while in Europe the emphasis may be on individual needs and

innovations. Long-term versus short-term planning: Business practices in Asia tend to focus on long-term relationships, while European companies may focus more on short-term results.

To successfully conduct business in different cultural environments of Asia and Europe, entrepreneurs and companies should consider the following recommendations: Study of local cultural characteristics: Understanding the cultural characteristics of a particular country or region is a key step for successful business. This includes the study of traditions, values and norms of communication. Local Partnership: Working with local partners and consultants who are familiar with local realities can make it much easier to start a business in a new environment. Business strategy adaptation: The willingness to adapt their strategies and approaches to local needs and expectations is a necessary component of success. Investing in cross-cultural learning: Preparing your staff to work in different cultural environments through cross-cultural skills training and training helps to reduce risks and improve productivity.

As a result, the successful conduct of international business in Asia and Europe depends on a deep understanding and respect for cultural differences, as well as a willingness to adapt their business practices to different cultural contexts. Compliance with these principles will help companies establish long-term and productive relationships with customers, partners and colleagues in different parts of the world, which ultimately contributes to success and sustainable development in the global market.

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## **PECULIARITIES OF DOING BUISNESS IN CHINA**

### **Особенности ведения бизнеса в Китае**

The purpose of this study is to examine the fundamentals of doing business in China and to identify the key factors that can ensure the success and sustainable development of businesses in this country. A comprehensive analysis was carried out based on a literature review, interviews with entrepreneurs and case studies of successful companies in China. The paper highlights the key aspects of doing business in China.

As to political and legal environment, China has established a system of SME support centers. There are currently about 1,800 such centers, of which 800 are