

Asset quality: Asset quality and the level of loan defaults can also pose problems for the banking system. Unfavorable economic conditions or sector crises can lead to a deterioration in the quality of banks assets and an increase in the risk of non-fulfillment of credit obligations.

Instability of the macroeconomic environment: Belarus is facing various macroeconomic challenges that may have a negative impact on the banking system. This may include inflation, interest rate fluctuations, exchange rate changes, and other factors. These unstable conditions can increase risks and make it difficult for banks to plan and forecast.

Incomplete compliance with international standards: Belarus may face problems related to insufficient compliance with international standards and requirements in the field of banking and financial regulation. This may create obstacles to attracting foreign investment and developing ties with international financial institutions.

These are just some of the problems and challenges faced by the banking system in the Republic of Belarus. Effective management of these challenges requires the development and implementation of appropriate measures and policies, including the improvement of the risk management system, the development of financial inclusion and the expansion of the banking network in small towns and remote regions.

Thus, Belarusian banks are exposed to serious potential risks. To strengthen confidence in the banking system, it is necessary to improve information openness and the quality of corporate governance, continue privatization, and ensure more reliable protection of the rights of investors and creditors. In addition, it is necessary to raise payment discipline and improve the efficiency of legal systems.

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## **FEATURES OF DOING BUSINESS IN SOUTH KOREA**

### **Особенности ведения бизнеса в Южной Корее**

South Korea has a vibrant innovative and tech-savvy business community that is passionate about developing on the world stage. We will analyze the prospects of doing business in South Korea and compare it with other countries of the world.

Comparing business in South Korea with business in China and Belarus, we can say that China has the largest economy in the world (and is also the most populated state) which creates great opportunities for business development. China has a huge number of local and foreign companies that compete in the domestic markets with other companies. This creates strong competition between manufacturers of products

in China and South Korea; they strive to constantly improve the quality of their equipment. South Korea is known for its innovative high-tech products and companies such as Samsung, LG.

The economic development of South Korea and Belarus reveals several significant differences. At the same time, Belarus is one of the largest economies in the world with a high level of income and intensive export of goods to the domestic market. South Korea is known for its innovation and technological capabilities, but is not as advanced in this area. Belarus also has a higher level of development of information technology and automotive industry; South Korean business offers more opportunities for innovative research and technical development, which may attract investors. Belarus may become an attractive partner for entrepreneurs focused on developing traditional industries and doing business. Interaction with South Korea is also useful in terms of gaining access to innovation and technology; in addition, it can expand international business ties.

In South Korea, technological innovation plays an important role in business development. For example, the development and implementation of artificial intelligence (AI) has led to the creation of new opportunities for various industries: medical and retail; companies that want to invest in the development of AI or other technological solutions can be assured of success in the market. South Korea is attractive for business development due to its high level of economic growth, focus on innovation and progressive technologies.

Thus, South Korea is attractive for business development due to its high level of economic growth, focus on innovation and advanced technologies. In South Korea, it is important for an entrepreneur to be prepared for market changes: investments can become key factors for the success of any business. Well, if we compare South Korea and China, we can draw the following conclusions: the two countries are actively investing in research and development – which allows them to maintain competitiveness at the global level.

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## **FEATURES OF DOING BUSINESS IN CHINA**

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

The purpose of this study is to emphasize, how Chinese culture influences doing business in China, to highlight some features related to national characteristics and traditions.