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## **SOCIOCULTURAL ENVIROMENT OF JAPANESE COMPANIES**

### **Социокультурная среда японских компаний**

The aim of the research under consideration is to study the corporate culture in Japan as well as to identify its differences from European business culture which is more familiar to us. The corporate environment of Japanese companies is an important object of study due to the unique features of Asian culture revealed in strong economy of Japan. We believe cooperation with Japanese companies can foster the economic growth in our country. Moreover, a better understanding of characteristic features of their internal system can facilitate Belarus in building steady mutually rewarding business relationships.

One of the most important aspects in the creation of the corporate environment is the fact that a large number of Japanese companies are primarily based on a vertical principle. Organizations have a highly hierarchical structure with high power distance meaning that decision-making responsibilities and planning are managed by executives while subordinates expect clear instructions from their managers. The authoritarian style is effective in unstable situations, it is designed to seize power or markets. European companies, on the contrary, tend to minimize the distance between top managers and ordinary employees, so the latter can easily contact the director and express their point of view. This ensures high-quality feedback and quick decision-making.

In Japanese corporate culture, the pursuit of agreement and consensus is very important. Decisions are usually made after extensive discussions and when the standpoint of all stakeholders has been taken into account. Being more time-consuming, this approach strengthens collaboration and maintains harmonious relationships within the company as it creates the environment of trust and community-like atmosphere for employees. In respect of taking decisions, Japanese companies usually have a long-term orientation: they strive for sustainable growth, are focused on long-term benefits and invest in long-term projects.

Japanese corporation philosophy is reflected in working overtime which is considered the norm and employees often stay in the office till late night. By doing so they manifest their dedication to the company, a desire to do as much as possible for its success and achieve a particular performance standard. Unfortunately, this attitude to work can lead to tragic consequences, so, at the moment, the policy of Japanese companies is to cut down the number of overtime hours and encourage employees to spend evenings at home with their families.

The prime focus of management in Japan is on human resources. Thus, the main objective of any Japanese manager is to increase the enterprise efficiency, in particular, by means of increasing employees' productivity. As for European and American management, they are aimed at maximizing profit, that is, gaining the greatest benefit with the least effort.

To summarize, the sociocultural environment in Europe and Japan has both common and specific features that determine political, economic and social development of these regions as well as their interaction in the international business arena. Hence, a thorough exploration of their similarities and differences enables us to better understand the internal dynamics and foreign policies of the countries, as well as to identify prospects and challenges of cooperation with them in the contemporary world.

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## **SOCIOCULTURAL FACTORS THAT INFLUENCE INTERNATIONAL MARKETING**

### **Социально-культурные факторы, влияющие на международный маркетинг**

The purpose of the study is considering the basic concepts of the socio-cultural environment of international marketing in theory and by examples.

The results of the study – without taking into account the socio-cultural environment, the company may suffer a global fiasco, instead of expanding its influence on the international market.

Today, all countries differ from each other in their cultural characteristics, norms and rules of behavior, social prohibitions and stereotypes, traditions and customs. Our attitude to goods and services is directly influenced by society, which forms the basis for assessing and perceiving consumer preferences. Our marketing decisions are influenced by cultural values, norms of behavior developed in the area and the cultural level. And since each individual country has its own specifics of doing business, it is important to take these factors into account [1].

Culture can be immaterial (thoughts, views, ideas) and material (books, clothing and decor, paintings and monuments, buildings and structures, services and tools).

For culture, the most important are people's attitude to the environment, the universe; values and norms of behavior; language and communication, people's views