

book exchange points, where after reading they can leave their book and take another person's book. This increases readers' interest in the paper format, increases demand and sales. Currently, children's literature is actively gaining popularity. The specificity of such literature lies in the fact that its creation in electronic format is impractical, since for the most part it is a toy or a textbook. Therefore, as a marketing strategy, most print publications have shifted their focus to creating children's literature. Companies are starting to focus on youth and amateur literature. Print houses can use various amateur platforms where anyone can publish their book in digital format, bypassing censorship, as a marketing strategy. These works are freely available and can be viewed by publications that publish the most popular works in printed form. Thus, publishing houses increase their popularity and demand among the younger generation. Fans of various kinds of literature who read a book in digital form, after reading it, buy a book in printed form, because the material value of a printed book increases significantly.

Thus, over the last decade, the electronic publishing market has been growing by 30-50% annually, while the paper market is growing by 5-10%. In 2022, sales of digital books accounted for almost \$18,3 billion (20%) of the total market volume of \$91,4 billion. However, for the digital book market, it is only 15-20% of all paper books. Currently, people prefer the electronic format, as they are more accessible and easier to use, so it is important for print publishers to choose the right marketing strategy and focus on new consumer groups so as not to lose business.

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## **SOCIO-CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS**

### **Социально-культурная среда международного бизнеса**

Each society has its own unique socio-cultural system. Such a system determines its originality and specificity. Socio-cultural factors are not static and can be changed under the influence of various circumstances.

If we talk about International Business, it already implies in its name interaction between people belonging to different nations. International business covers subjects belonging not only to different national economies, but also to different socio-cultural spheres. So what is the role of these socio-cultural spheres in international business?

The basis for the development of international business in the modern world is international companies operating in the global market. Usually, the activities of these companies include the implementation of joint projects with other states. And when these companies go international, they communicate not just with representatives of foreign organizations, but with a completely different socio-cultural environment.

Such cases show the importance of cultural factors of the environment you are interacting with. The sociocultural factors that have a greater impact on international business include communication, education, etiquette, social structure, and so on. At first glance, all these things seem absolutely clear and simple for every person. After all, most of us know and understand how society is organized in our country, the peculiarities of our education, how it is accepted and not accepted to behave in public. Moreover, it seems that it will not be difficult to build a dialog with a person from another country, because, after all, he is still the same person as we are, and all people are the same, so building a relationship will not require additional efforts. Yes, maybe you will manage to build a dialog somehow. However, if we are talking about communication on a topic more serious than mundane things, such as a business project, then here, without knowing the cultural peculiarities of the country of your interlocutor, it will be very difficult. Maybe you have developed a great idea and you are sure of its success in the international market, but when discussing this idea with representatives of international companies, they may be repulsed by the most trivial and seemingly unimportant things.

For example, even just the way you speak and the words you use may be unacceptable for representatives of foreign organizations, which may immediately prompt them to refuse to cooperate with you. Communication and cooperation are built at the intersection of cultures, so it is very important to understand all the subtleties of the cultural aspects of the social environment with which you are communicating.

Thus, socio-cultural factors have a significant impact on the morals and ethics of society. They influence the formation of values, norms of behavior and moral obligations to other people. Taking these factors into consideration makes international business very easy. The success of business largely depends on the trustworthiness of the relationship between the subjects, so understanding the intricacies of cultural and social aspects of life is very significant. Therefore, learning the cultural aspect is the key to building long lasting effective business relationships between the representatives of international business.

Fortunately, nowadays the information openness of most countries has made the possibility of building an international business more accessible. Thanks to various information sources, we have the opportunity to observe the course of commerce of different countries, to analyze their preferences, priorities, needs and goals. Such an assessment of the socio-cultural environment of other countries simplifies the construction of international business and makes it more accessible.