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BUSINESS DEVELOPMENT IN ASIAN COUNTRIES

Развитие бизнеса в странах Азии

Business today is not only about money and business strategy. It's about relations between continents, countries and of course people.

In this job my goal is to show advantages of business development in Asian countries and answer on some important questions. Why does business have an influence on relations between countries? Why do companies from Asia have a great potential in the global economy?

So, why does business have an influence on relations between countries? According to Oxford Academic, there are three main ways business can affect international relations, negotiations, and institutions [1]. In fact, it happens because of the best index which shows us the advantages of country. For example, it can be an average salary. The more you earn, the more you buy. This simple statement is a key to understand countries, which want to improve the level of life of their citizens.

If we can understand the ways business can influence on relations, we always can explain this incredibly fast business development that we can see in Asian countries for the last 20 years. But more than 20 years ago, July 1997 marked the beginning of the Asian Financial Crisis, when the combination of economic, financial and corporate problems triggered a sharp loss of confidence and capital outflows from the region's emerging market economies. And it's shocking.

In response to the 1997 crisis, Asian countries undertook strong reforms and addressed the root: reduced external vulnerabilities; overhauled financial sector regulation and supervision; and developed domestic capital markets. These reforms clearly made Asia more resilient in 2008 [2].

If we keep in mind this information, we can easily understand the great potential of Asian countries in the global economy. Asia's rise is propelling more and more companies from the region into the global big leagues. In 1995, the Fortune Global 500 list of the world's largest companies by sales, compiled by the U.S. magazine, included 162 Asian businesses. By 2015 the number of Asian companies in the top 500 jumped almost at 20% to 190. As a result of that collective acceleration, Asia overtook the U.S. in terms of GDP in 2009 and is estimated to pull ahead of Europe in 2015. Asia's share of the global economy now stands at 31%, and that figure will top 50% again by 2050, according to some projections [3].

To sum up, we can make a conclusion, that now Asian countries play a key role in the global economy. Furthermore, their presence and impact will increase in the nearest future.

References

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НЕМЕЦКИЙ ЯЗЫК

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VERGLEICHENDE ANALYSE DER KUNDENZUFRIEDENHEIT MIT DEN DIENSTLEISTUNGEN VON LEBENSMITTELUNTERNEHMEN AM BEISPIEL DER LIDL-SUPERMARKTKETTE IN DEUTSCHLAND UND ÖSTERREICH

**Сравнительный анализ удовлетворенности потребителей услугами
продовольственных предприятий на примере сети супермаркетов Lidl
в Германии и Австрии**

Handelsunternehmen spielen nicht nur eine wichtige Rolle im Leben der Menschen, sondern sind auch ein integraler Bestandteil des wirtschaftlichen Bereichs des Staates. Dies gilt auch für die EU-Länder. Es ist daher von Interesse, die Besonderheiten der Führung eines solchen Unternehmens in Ländern mit ähnlichen oder gemeinsamen Kulturen zu vergleichen.