



Color circle in culture

In conclusion, we can say that the adaptation of the packaging color is a working practice for expanding the market and increasing the loyalty of the company's customers around the world. For the correct adaptation of packaging, we can use the color circle in culture, but for a more detailed analysis, it's also worth taking into account the peculiarities of female and male perception, as well as age preferences.

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THE IMPACT OF THE CULTURAL FACTOR ON BUSINESS BETWEEN BELARUS AND CHINA

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Cultural factors play an important role in the formation of business and relations between countries. In the case of Belarus and China, understanding and adapting to each other's cultural norms, values and customs are crucial to the success of business. The research will analyze the impact of cultural factors on business behaviour between Belarus and China and make recommendations for effectively addressing cultural differences.

Belarus and China have different cultural norms and practices. Chinese culture places strong emphasis on hierarchy, harmony and preservation of «face», while Belarusian culture values politeness, moderation and direct communication. These differences manifest themselves in various aspects of business practices, including negotiation styles, communication models and relationship-building approaches.

The Chinese style of negotiation is based on Confucian ethics. Confucianism is a system of values that govern people's relationships. The requirements of Confucian ethics are universal and binding. On the basis of humane ethics, Confucian society is governed by five relationships: emperor and subject, father and son, older brother and younger brother, husband and wife, two friends. In negotiations, this vertical structure of relations is clearly reproduced in the hierarchy and subordination, with respect to leaders and actors [1].

Another feature of doing business with Chinese entrepreneurs is long-term planning. In Chinese culture, long-term planning, not the pursuit of quick results, is accepted. Business partners expect relations to develop gradually over time.

Moreover, in China, business meetings are often held at a table, and lunch can be part of the business process. It is a time for closer relations and business discussions. In addition, the style of communication, including unambiguity in Belarus and the use of implicit communication in China, may lead to misunderstanding and misinterpretation, which will affect the efficiency of business interaction.

In conclusion, we would like to recommend the following strategies for acquiring cultural competence and successful business between Belarusian and Chinese entrepreneurs:

- Cross-Cultural Training: Providing employees with cross-cultural training to enhance their understanding of each other's customs, communication styles, and business etiquette.
- Establishing Trust: Prioritising relationship-building and trust-building initiatives to bridge cultural gaps and foster mutual understanding.
- Flexibility and Adaptability: Demonstrating flexibility and adaptability in business practices to accommodate cultural variations and preferences.
- Communication Strategies: Developing clear and explicit communication strategies to mitigate the impact of language and communication style differences.
- Respecting Cultural Differences: Acknowledging and respecting each other's cultural differences to prevent misunderstandings and improve intercultural collaboration.

By recognizing and addressing cultural differences, enterprises can enhance their cross-border cooperation, build strong partnerships, and achieve mutually beneficial outcomes. By acquiring cultural knowledge and implementing appropriate strategies, Belarusian and Chinese entrepreneurship can focus on cultural complexities and develop successful business relationships.

References

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