

follows: cooperation, relatively independent existence as part of another cultural unit, decline and gradual extinction, revival and support from local communities. Attention was also drawn to the peculiarities of state policy regarding the language situation in European countries.

Therefore, the study of relations between languages in modern society is crucial to understanding the dynamics between them, in order to further use this knowledge to improve these relations and ensure stability in society.

N. Kirylchyk

Н.А. Кирильчик

Гимназия № 6 (Минск)

Научный руководитель Т.К. Кирильчик

NAVIGATING ECONOMIC LANDSCAPES: COMPARATIVE ANALYSIS OF BUSINESS PRACTICES WORLDWIDE

Навигация по экономическим ландшафтам: сравнительный анализ деловой практики во всем мире

The globalization of markets necessitates a nuanced examination of business practices worldwide. This study seeks to address the gaps in current knowledge by conducting a comparative analysis that delves into cultural, economic, and regulatory influences on diverse business models. By doing so, we aim to provide a foundation for businesses to navigate the complexities of the global marketplace more effectively.

Cultural Influences: cultural nuances play a pivotal role in shaping business practices. For instance, countries with high individualism may foster entrepreneurial ventures, while those with high uncertainty avoidance might prioritize stability. **Economic Factors:** economic conditions profoundly impact business practices. Variances in GDP, inflation rates, and economic stability dictate strategies. Developed economies often emphasize innovation and efficiency, while emerging markets may prioritize adaptability and local market understanding. **Regulatory Landscape:** divergent regulatory environments significantly influence business operations. Stringent regulations in some regions can pose challenges, while others offer favorable conditions for innovation. **Technological Integration:** the digital era has reshaped global business practices. Technology facilitates cross-border communication, enhances supply chain efficiency, and opens new markets. E-commerce and digital marketing strategies are increasingly central to business success. **Sustainability and Social Responsibility:** business practices worldwide are evolving to embrace sustainability and social responsibility. Consumers are increasingly conscious of ethical considerations, influencing purchasing decisions.

Companies adopting environmentally friendly practices and demonstrating social responsibility gain a competitive edge. Market Entry Strategies: diverse markets necessitate varied entry strategies. Franchising, joint ventures, and mergers/acquisitions are tailored to fit regional contexts. Understanding consumer behaviors and preferences is crucial for successful market penetration.

Let's explore a couple of diverse case studies that showcase the rich tapestry of global business practices. IKEA's Global Expansion, the Swedish furniture giant, provides an interesting case of successful global expansion. By adapting its products and marketing strategies to fit local cultures, IKEA has managed to thrive in various regions. For instance, in China, IKEA altered its showroom layouts to accommodate extended family living arrangements, resonating with Chinese cultural values. This case emphasizes the significance of cultural sensitivity and flexibility in global business expansion.

Starbucks in Italy, an American coffee giant, faced an interesting challenge when entering the birthplace of espresso culture – Italy. Contrary to expectations, Starbucks managed to establish a presence by blending its global brand with local traditions. The stores in Italy feature an upscale design and a focus on high-quality espresso, aligning with Italian coffee culture.

These case studies underscore the need for businesses to carefully navigate cultural nuances, adapt to local preferences, and learn from both successes and challenges. Flexibility, cultural intelligence, and a willingness to embrace lessons from diverse markets are key ingredients for global business success.

In summary, the analysis of global business practices reveals a complex interplay of cultural, economic, regulatory, technological, and ethical factors. Successful navigation of this intricate landscape requires a nuanced understanding of regional dynamics and the agility to adapt strategies to diverse contexts. As the world continues to evolve, businesses must remain attuned to these multifaceted influences to thrive in an ever-changing global marketplace.

A. Malaeva

А.О. Малаева

Лицей БГУ (Минск)

Научный руководитель В.В. Кириленко

SOCIAL STEREOTYPES AND YOUTH AWARENESS OF THEM

Социальные стереотипы и осведомленность о них молодежи

Subject of studies: stereotypes.

Research topic: influence and awareness of social stereotypes among youth.

Research subject: young people's awareness and opinion on stereotyping.