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.

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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.

Research purpose: showing the peculiarities of stereotypes and young people's understanding of them on the example of Lyceum BSU students.

Research objectives:

1) reviewing the theory of social stereotypes, their major types and functioning peculiarities.

2) revealing Lyceum BSU students' understandings of social stereotypes.

Research hypothesis: young people today are well-informed about such a social phenomenon as stereotyping, but perceive it as something negative.

Practical significance of the research: research results will enhance students' social competence, activate self-reflection, develop critical and constructive attitude to social phenomena and deepen knowledge about stereotypes.

Lately, the problem of stereotypes has become as relevant as never before: stereotyped way of thinking is considered to be offensive. That's why I decided to do my own research on stereotyping and see whether it is really that harmful.

The concept of social stereotype was introduced in "Public opinion" by Walter Lippmann where he defines stereotype as "distorted picture or image in a person's mind, not based on personal experience, but derived culturally." As he put it, stereotypes appear so as not to waste one's attention.

Stereotype contains an evaluative element, since it represents a person's system of values and feelings, hence is coordinated to feelings and actions to the stereotyped group.

Gender stereotypes are common images of peculiarities and behavior of the different genders' representatives. They are closely linked to gender roles existing in modern society and aimed at their support and reproduction. Studies on the subject of gender differences show that they don't correlate to reality.

Ethnic stereotypes are common images of the representatives of ethnic groups. They are considered as a negative phenomenon due to a lot of historical events.

A lot of countries are currently fighting stereotyping in their local media.

Stereotypes help us to identify social groups and simplify our thinking. Everyone knows they should respect the elder ones, defend the young and help their friends. These are behavior standards in modern society.

But false stereotypes are unhelpful for defining life goals, they can set a person against the others. Stereotypes emphasize people's differences, not similarities.

The majority of researchers agree that the best ways to fight stereotypes are: stereotype replacement, counterstereotypical visualization, individualization, adopting their perspective, and contact.

Self-stereotyping is a process by which people belonging to a certain social group tend to relate to stereotypical traits.

An online-survey was conducted among 45 respondents (Lyceum BSU students). It was aimed at acknowledging the relevance of the stereotyping problem and checking the hypothesis. The majority of respondents made conclusions about a

representative of a social group on the basis of a stereotype; they encountered being stereotyped as well.

Stereotypes still dominate people's minds. It can be difficult to get rid of old thinking patterns, but while offering an obvious way of life stereotypes restrain us and deprive us of the opportunity to co-exist harmoniously with others.

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FASHION FOR WORDS: THE DIACHRONIC ASPECT
Мода на слова: диахронический аспект

In today's scientific world, Internet communication, is an important subject for study**.** As time goes, the World Wide Web as a communicative field is significantly changing, which reflects changes in different aspects, firstly in communication between naïve (who do not have a specialized philological education) and native speakers. The evolution of language is traced through language lexical units that undergoes significant changes even in a short period, for example, in the third decade of the 21st century compared to the second one. In this regard, the particular urgency is given to the need for in-depth study of the Belarusian, Russian and English metacommunicative comments, which illustrate the notion of "buzzword" from the point of view of the members of the appropriate linguoculture in diacrony.

The scientific novelty is that the 'fashionable words' of 2022 were firstly chosen and compared with the 'buzzwords' of 2017 and the diachronic changes were revealed. On the basis of the conducted research was firstly created the author's mobile application "Trendy Words".

The object of the research is metacommunicative message with the lexical marker "buzzword" and its equivalents. *The subject of the research* is represented by the changes of lexical units marked as "fashionable" by native speakers themselves during two last decades of the 21-st century.

The aim of the research is to identify the vocabulary dynamics of metacommunicative comments with the evaluation of words as "fashionable" in the Belarusian, Russian and English Internet communication in 2017 and 2022.

The practical value of the project is that people who have some difficulties with understanding a certain kind of vocabulary used by young people both in everyday life and on the Internet can get acquainted with these words using these dictionaries.

During the research we have analyzed 374 micro-contexts in 2017 and 292 in 2022 with the metamarker "fashionable word" taken from the Internet commentaries