

difficulties with imports, supply disruptions, rising prices for imported goods. Fourth, difficulties with logistics, instability in transport chains, closure of freight transport. As well as sanctions on the supply of technology and equipment, it has made it difficult to modernize production and develop new sectors. Finally, Belarus is faced with a decrease in investments, an outflow of foreign investors who do not want to take risks in an unstable environment.

The consequences of sanctions for the Belarusian economy include a decrease in economic growth, an increase in inflation and a reduction in the purchasing power of the population, an increase in Belarus' external debt.

However, the Belarusian business demonstrates amazing adaptability. Companies are actively looking for new sales markets in friendly countries, developing the production of domestic analogues of imported goods, introducing digital technologies and optimizing business processes. The domestic market is also becoming an important development factor, especially to support local producers.

As a result, sanctions have a significant impact on the economy of Belarus, causing negative consequences for businesses and the population. Despite the difficulties, Belarusian enterprises are adapting to new conditions, entering new sales markets, developing import substitution and digital technologies.

К. Klimchuk

К.И. Климчук

БГТУ (Минск)

Научный руководитель А.В. Коньшева

CULTURAL DIFFERENCES IN BUSINESS

Культурные различия в ведении бизнеса

Cultural differences significantly impact business practices, communication, and relationships, but language training and other resources can help bridge these gaps. The world's population of over 7 billion people encompasses diverse values, lifestyles, and communication styles, which can foster both connections and misunderstandings. Recognizing cultural differences is essential in global business, where diversity among employees and customers brings both advantages, such as improved productivity, and challenges, like potential conflicts.

The purpose of the article is to consider what key differences arise when doing business using the example of some countries and what consequences may arise.

Companies entering international markets benefit from adapting their products and strategies to fit local customs and preferences. This approach not only increases market reach but also reveals new opportunities tailored to each country. However, managing cultural differences within multinational teams can be complex. Work processes and attitudes vary widely across cultures, yet these variations can also drive innovation and collaboration. Several key cultural differences affect business interactions:

1) Communication Styles. Cultures are classified as «high-context» or «low-context», impacting whether communication is indirect or direct. High-context cultures rely on non-verbal cues and implicit understanding, while low-context cultures value clear, explicit communication.

2) Hierarchy. Traditional cultures, like those in Japan and Brazil, uphold hierarchical structures where younger employees show deference to seniors. In contrast, cultures like the United States emphasize individualism and equality, encouraging everyone to share ideas regardless of experience.

3) Negotiation styles. There is a famous Japanese style of negotiation that values the power of silence (haragei). In some cultures, negotiation takes place quietly, with very little talking. In others, negotiation is loud and seemingly combative. For others still, negotiation does not even take place in a boardroom, but over lunch or at a nightclub.

4) Dress code. What's appropriate in one culture may not be in another. In some cultures, it's acceptable to wear sandals and jeans to work, whereas certain cultures may require a suit, tie, or heels. Whether you dress too formally or too casually, showing up in the wrong clothes can make a poor first impression.

Cultural differences in business foster creativity but can also lead to misunderstandings. Success in international business requires an awareness of how one's own culture may differ from others, along with a willingness to adapt and understand. Investing in cultural sensitivity and cross-cultural training benefits teams by improving interactions, collaboration, and ultimately, the organization's overall success in diverse markets.

References

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V. Klishchenko

В.А. Клищенко

БГТУ (Минск)

Научный руководитель А.В. Коньшева

BUSINESS CAN INFLUENCE THE ECONOMY OF THE COUNTRY AND THE WORLD

Бизнес может влиять на экономику страны и мира

The aim of this article is to show how business can influence the economy of the country and the world. Business is the most important part of the economic system of any