

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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## **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

country, it brings income, creates vacancies, forms tax bases and improves the citizens living. Let's look how the business influences economic situation.

Vacancies creation is very important in business because it is one of the main functions of business to create new vacancies. When a company starts operating, it hires employees who receive salaries and pay taxes.

Job creation can be both a positive and negative factor for the economy. For example, when a business grows and hires new employees, it helps grow the economy and increase tax revenue, that reduces unemployment and improves the economic health of the region. In addition, the creation of new jobs can attract new specialists to the region.

The creation of new jobs may depend on many factors, such as the level of economic development of the region, the level of competition and other factors. Therefore, companies must consider these factors when developing their business plans and development strategies. However, if a company is forced to lay off employees due to an economic fall or technological changes, this could negatively impact the economy, increasing unemployment and reducing consumer spending.

It is necessary to remember about creation of new goods and services. When a company releases a new product, it can attract new customers and increase its profit. For example, Apple is one of the largest technology companies in the world and releases new products every year. When Apple releases a new iPhone or iPad, it attracts many consumers who wants to pay for new features and improved design. This leads to increased sales and profitability for the company, and also helps the supply chain grow, as companies that supply components for the production of new devices also make a profit. The creation of new products and services can stimulate innovation and technological progress.

Competition between companies forces them to look for new ways to improve their products and increase production efficiency. This, in turn, stimulates the development of scientific and technical industries.

The level of demand for goods and services depends on the level of income of the population, inflation, unemployment and other economic conditions. Companies must take these factors into account when developing their products and pricing policies

It's unnecessary to forget about tax revenue. When a company makes a profit, it must to pay taxes, employee taxes, etc. These taxes are the source of revenue for the state budget, which can be used to finance various programs and projects.

Competition between companies stimulates innovation, lower prices and improves the quality of products. It can lead to more efficient use of resources and increased productivity, which in turn promotes economic growth. Too much competition can lead to insufficient profits and companies going bankrupt, which in turn can lead to higher unemployment and lower economic growth. Therefore, the government must regulate the level of competition in the market to ensure stable economic growth.

In conclusion we can mentioned that business creates new goods and services, stimulates innovation and technological progress, creates demand, generates tax revenue, creates competition and new jobs. However, at the same time, business can also lead to a number of problems such as income inequality, monopolization of markets, etc.