

Doing business in different countries and regions of the world requires a deep understanding of local conditions. Success depends on the ability of the entrepreneur to adapt to local requirements, find an approach to cultural peculiarities and take into account political and economic environment. Strategic approach and careful planning can greatly increase the chances of success in global business.

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PECULIARITIES OF DOING BUISNESS IN GERMANY AND JAPAN

Особенности ведения бизнеса в Германии и Японии

Considering Germany as an archetype of European culture and Japan as an embodiment of Asian culture provides a compelling framework for analysis. This juxtaposition allows for the elucidation of universal commonalities, transcending cultural or territorial boundaries. By examining these culturally rich and economically advanced nations, we can discern fundamental patterns and principles that underpin their prosperity and societal development.

In German corporate culture, decision-making tends to be slower due to a cautious and risk-averse approach. Proposals are analysed in detail because companies have a negative perception of uncertainty. Business meetings follow a strict protocol, with a focus on achieving concrete results. Executives adhere to a precise schedule and the hierarchy is structured, with clear roles and responsibilities. Education and academic achievement are important for professional status. Germans prefer direct, honest communication and expect the same from associates. Detailed information is preferred, and intrusive advertising methods and emotional techniques are discouraged. It all checks out Germany's motto «Einigkeit und Recht und Freiheit», which means «Unity and Justice and Freedom».

Japanese culture is known for its highly developed system of respect, which is particularly important in the business sphere. This principle governs social interactions and the success of professional relationships. A hierarchy based on age, experience and

position requires deference to elders. A key aspect of business interactions is building trusting relationships that foster long-term collaboration. Informal meetings strengthen interpersonal ties. The Japanese prefer a reserved manner of communication, avoiding open expression of emotions and direct statements. It is important to be able to read non-verbal cues and catch hidden undertones. The decision-making process in Japanese companies is based on consensus, taking into account the opinions of all parties. This makes the process longer, but ensures consistency and a balanced approach to goals.

All this is due to the fact that Japan is one of the top four countries in terms of GDP, which is proof that doing business in Japan at a high level.

Analysing the corporate cultures of Germany and Japan, as representatives of European and Asian values, allows us to identify the key factors of their socio-economic success. German business culture is based on detailed planning, clear hierarchy and direct communication. Decision-making goes through rigorous analysis, which reduces risk and ensures transparent processes. The structure and emphasis on precision reflect Germany's commitment to the values of collective success, order and responsibility, which is consistent with its motto, «Unity and Justice and Freedom».

Japanese culture, in contrast, emphasizes respect and harmony, which is especially important in business. A hierarchy based on age and experience requires special deference to elders and long-serving colleagues. Decision-making in Japan is based on consensus, which builds collective trust and stability, although it lengthens the process. Communication here is restrained, with an emphasis on non-verbal cues, which helps avoid overt directness and emotion.

Thus, both countries, despite cultural differences, demonstrate the importance of universal principles – respect, trust and the pursuit of quality – that foster sustainable development and prosperity across cultural and territorial boundaries.

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PROSPECTS FOR INNOVATIVE DEVELOPMENT OF THE RESTAURANT INDUSTRY IN BELARUS

Перспективы инновационного развития ресторанной отрасли Беларуси

In recent years, Belarus has been actively pursuing innovative economic development, and the restaurant industry is not an exception. The restaurant business in the country is going through dynamic changes aimed at enhancing competitiveness and adapting to new conditions. The introduction of innovative technologies and management strategies provides the industry with new opportunities for growth and modernization.