

3. Ford Motor company faced the crisis in the automotive industry due to plant closures and falling demand for cars. Understanding the situation, Ford temporarily stopped making cars and pivoted to making medical equipment and protective equipment such as ventilators and face masks using its manufacturing capabilities to address global challenges.

4. Companies in the pharmaceutical industry faces unique challenges in producing and distributing vaccines. The response to these challenges has had a significant impact on supply chains. She increased investments, conducted parallel production, monitored product chains using technology, emphasized partnerships and quality management, analyzed demand, optimized logistics, and generally remained stable in the market.

To sum up we can conclude that adaptation is important. This helps companies not only survive in difficult situations, but also strengthen their position and reputation in the market position in the long term. The future of global supply chains will be determined by a combination of technological, environmental and social factors. Companies that can adapt to these changes will be able to improve their competitiveness and resilience in a rapidly changing market. Resilient and flexible supply chains will be critical success factors in the future.

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FEATURES OF DOING BUSINESS IN CHINA AND INDIA

Особенности ведения бизнеса в Китае и Индии

Business is an activity aimed at the production, sales or exchange of goods or services in order to make a profit. All countries have its own approaches to its management. Each state has its own economic growth, consumer market, its own laws, cultural aspects, transport system and more. The purpose of this thesis is to study special features of doing business in China and India and to compare them.

If we talk about cultural aspects, the personal communication system plays a very important role in doing business in China. These connections do not involve constant communication and maintaining relationships, the basis is the mutual assistance when it is needed. Personal mutual understanding, communication with family and friends depend on all this, but this plays a special role in the business community. In addition, we want to add that the better the face of a Chinese, the more opportunities he uses, so you inspire confidence and willingness to do business with such images. Personal connection is also very important in India. Establishing trusting relationships with partners and clients is a priority. During important conversations, it is necessary to immediately establish good

relations with all participants in the process, so it is customary to ask for a long time about family, friends, and loved ones.

Speaking about the consumer market in the two countries, it can be noted that both countries represent a huge market. However, the Chinese are actively investing in electronics, cars and housing, while the Indians are spending more on food, clothing and household goods. Both markets require different strategies due to differences in culture and consumer preferences.

As for the infrastructure of both countries, we can say that the Chinese infrastructure is developed at a high level, with modern transport networks, logistics and telecommunications. This makes it easier to run a business and reduces logistics costs. If we talk about infrastructure in India, it is irregularly developed. Although large cities have modern conveniences, rural areas may have problems with transportation and access to resources.

If we compare logistics, then in China it is highly effective due to the developed network of transport hubs and warehouses. Companies can quickly deliver goods across the country and beyond. Many logistics companies offer a wide range of services, including international transportation, which makes it easier to do business with foreign partners. Moreover, in India, logistics is facing a number of challenges, including traffic jams, lack of storage and high transportation costs. This can increase the delivery time and overall costs for the business.

In addition, access to finance in China may be limited for foreign companies, especially in strategically important sectors. State-owned banks play an important role in business financing. The Indian capital market is more open to foreign investors, with many opportunities for capital and private investment.

Doing business in China and India requires a deep understanding of local cultural, economic and legal contexts. In China, an acceptance on building long-term relationships and complying with government regulations can be key to success, whereas in India, flexibility and adaptation to diverse cultural and linguistic backgrounds are important. Success in these countries will depend on the ability to adapt to local conditions and a strategic approach to interacting with partners and customers.

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FEATURES OF DOING BUSINESS IN JAPAN

Особенности ведения бизнеса в Японии

The purpose of the study: to study cultural aspects, for example, the analysis of the influence of Japanese culture on business practices, including the principles of collectivism,