

References

1. Туризм в Грузии в цифрах – данные за полгода // Sputnik Грузия. – URL: <https://goo.su/nfUSAX> (дата обращения: 07.11.2024).
2. Гастрономические туры в Грузию в 2025 // YouTravel.me. – URL: <https://goo.su/dW4ZEI> (дата обращения: 07.11.2024).
3. Гастрономический и винный тур по Грузии // Like Georgia. – URL: <https://goo.su/gRY78T> (дата обращения: 07.11.2024).
4. Wine routes of Georgia // The World Tourism Organization (UNWTO). – URL: <https://goo.su/F97d2HZ> (date of access: 07.11.2024).

V. Schekutova

В.П. Щекутова

БГЭУ (Минск)

Научный руководитель Н.А. Михайлова

THE CHARACTERISTIC FEATURES OF ENTREPRENEURIAL ACTIVITY IN DIFFERENT COUNTRIES AND REGIONS OF THE WORLD

Характерные черты предпринимательской деятельности в разных странах и регионах мира

The characteristic features of entrepreneurial activity in different countries and regions of the world reveal the diversity and complexity of global entrepreneurship. This article examines the unique traits that define entrepreneurship across regions, focusing on cultural, economic, and policy influences. The objective is to analyze these variations and highlight their impact on global business strategies and regional development.

Entrepreneurship is a significant driver of economic growth, fostering innovation, job creation, and competitiveness. However, the entrepreneurial environment varies greatly worldwide due to cultural norms, legal systems, economic conditions, and government policies. Understanding these differences is crucial for entrepreneurs and businesses aiming to expand internationally.

In North America, particularly in the United States and Canada, entrepreneurship thrives on innovation and a high tolerance for risk. The presence of robust venture capital networks and supportive legal frameworks, such as strong intellectual property rights, encourages startups in fields like technology, healthcare, and entertainment. Government incentives, including tax benefits and funding opportunities, further enhance the entrepreneurial landscape.

Europe presents a different approach, emphasizing sustainability, advanced manufacturing, and service-based industries. Countries such as Germany are known for their focus on long-term planning and precision, while Scandinavian nations lead in green technology and social innovation. Despite these strengths, navigating the complex regulatory frameworks of the European Union can pose challenges for entrepreneurs.

Asia offers varied entrepreneurial ecosystems. In China, entrepreneurship is fueled by government subsidies, rapid urbanization, and a focus on e-commerce and manufacturing. However, entrepreneurs face challenges such as stringent regulations and intellectual property concerns. In Japan, entrepreneurial activity is characterized by incremental innovation and a strong emphasis on quality. Yet, societal expectations and traditional corporate structures often slow the growth of startups. India showcases a dynamic ecosystem driven by technological advancements and a growing middle class, though infrastructural gaps and bureaucratic hurdles remain obstacles.

In Africa, entrepreneurship is often necessity-driven, with many ventures emerging in agriculture, small-scale manufacturing, and services. Informal economies dominate, and entrepreneurs frequently overcome resource constraints through creative and adaptive solutions. Mobile technology plays a pivotal role in fostering innovation. International support and investments are gradually enhancing infrastructure and business opportunities.

Regional entrepreneurship is shaped by several key factors. Cultural values play a crucial role; individualism in Western countries fosters risk-taking and innovation, while collectivist societies often prioritize community-oriented ventures. Government policies, such as tax incentives and funding programs, can either enable or hinder entrepreneurship depending on their design and implementation. Access to resources, including technology and venture capital, significantly influences the success of entrepreneurial initiatives. Finally, market demand, driven by both local needs and global trends, determines which sectors thrive in a given region.

In conclusion, the characteristics of entrepreneurial activity vary widely across countries and regions, reflecting the influence of cultural, economic, and policy factors. Entrepreneurs and policymakers must understand these variations to navigate the complexities of the global market effectively. Opportunities for innovation and growth are abundant, but challenges such as regulatory barriers and unequal access to resources must be addressed. Future efforts could focus on fostering cross-regional collaboration to strengthen entrepreneurial ecosystems and create a more inclusive global economy.

D. Scherba

Д.А. Щерба

БГЭУ (Минск)

Научный руководитель Н.А. Михайлова

THE ECONOMIC IMPACT OF THE COVID-19 PANDEMIC ON CHINA: CHALLENGES IN GROWTH, TRADE, AND HUMAN CAPITAL

Экономическое воздействие пандемии COVID-19 на Китай: вызовы в сфере роста, торговли и человеческого капитала

This study aims to explore the consequences of the COVID-19 pandemic on the Chinese economy by analyzing public data and official reports. The paper examines four