

## **THE IMPACT OF CULTURAL DIFFERENCES ON BUSINESS IN A GLOBALIZED WORLD**

### **Влияние культурных различий на бизнес в условиях глобализации**

The goal of the thesis is to analyze the impact of cultural differences on business in a globalized world.

In today's world, globalization has become a key element of doing business. Companies are increasingly seeking to enter international markets, which requires them to be aware of cultural differences that can significantly affect their success. Culture shapes people's behavior, values and expectations, which in turn affects business practices. In this essay, we will analyze how cultural differences affect business, including aspects of communication, management, marketing, and strategic planning.

One of the most obvious manifestations of cultural differences is communication style. Some cultures, such as Japanese or Chinese, favor indirect forms of communication where politeness and maintaining reputation are important. In these countries, criticism may be perceived as an insult and business negotiations require a more sensitive approach. At the same time, Western cultures, such as American or German, value directness and openness. This can lead to misunderstandings and conflicts if companies do not adapt their communication strategies to local traditions.

Cultural differences also influence management styles and organizational structures. For example, countries with collectivist cultures, such as India or Mexico, emphasize teamwork and collaborative decisions. In such environments, leaders must take into account the views of the group and the interests of all participants. In contrast, in individualistic cultures, such as the US or UK, a more authoritarian management style is expected, with the leader making decisions independently. Recognizing these differences helps companies to effectively manage teams in different countries.

Cultural differences play an important role in marketing as well. Advertising campaigns that are successful in one culture may be ineffective or even offensive in another. For example, the use of humor in advertising may be perceived differently depending on the cultural context. In some countries, humor may be inappropriate, while in others it may be the basis of a successful campaign. In addition, consumer preferences vary by culture: what is considered fashionable or desirable in one country may not be appealing in another.

When entering new markets, companies must take cultural sensitivity into account when developing their strategies. This includes not only adapting products and services to local tastes, but also choosing appropriate distribution channels and promotional

methods. For example, in some countries, traditional sales channels and face-to-face contacts play an important role, while in others, online platforms dominate. Companies need to be prepared to change and respond flexibly to market demands.

In conclusion, we should mention that cultural differences have a significant impact on business in all aspects, from communication to strategic planning. The success of an international company depends largely on its ability to adapt to local conditions and respect the cultural specifics of the countries where it operates. Understanding these differences not only helps to improve relations with customers and partners, but also helps to avoid potential conflicts and misunderstandings. In the context of globalization, knowledge of cultural nuances becomes an important competitive advantage for businesses.

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## **FEATURES OF RUNNING A SMALL BUSINESS IN THE REPUBLIC OF BELARUS**

### **Особенности ведения малого бизнеса в Республике Беларусь**

Small businesses in the Republic of Belarus play a key role in the country's economy, contributing to job creation, development of local production and increase in tax revenues to the budget. In recent years, the government has taken measures to improve the business environment, including simplifying business registration and reducing the tax burden. However, despite the positive changes, small entrepreneurs face a number of challenges, such as lack of access to financing, bureaucratic barriers and restrictions related to market competition. This paper examines the main characteristics of running a small business in Belarus, the difficulties entrepreneurs face, as well as the prospects for the development of this sector in the future.

The development of small and medium-sized businesses is stimulated in the republic, including the right to apply a simplified taxation system. The scope of its application is the activities of small business entities with an income level not exceeding the statutory amount. The right to apply the simplified system is subject to simultaneous compliance with the criteria of the average number of employees and gross revenue during the first nine months of the year preceding the year from which they claim to apply it. So organizations with an average number of employees for the specified period of no more than 100 people, individual entrepreneurs, if the amount of their gross revenue cumulatively for nine months is no more than 9 billion Belarusian rubles can apply it [1].