

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.

The aim of this article is to analyze the features and prospects of the restaurant industry development in Belarus, as well as to identify the key areas of innovation that may contribute to the growth and sustainability of the sector in the near future.

The Belarusian public catering market shows steady growth. Today, there are about 15,000 public catering establishments in the country, the majority of which are privately owned (71.2 % in 2023) [1]. At the same time, there is an annual increase in the number of establishments with foreign investment, which indicates the attractiveness of the Belarusian market for foreign investors. In 2023, the trade turnover in the public catering sector amounted to 5.136.4 million rubles, which represents an 11.8 % increase compared to the previous year.

The main areas of innovation in the Belarusian restaurant industry include:

- The creation of new types of products and the use of modern technologies for producing traditional dishes.
- Optimizing production by using new food resources and changing the organization of processes.
- Entry into new sales markets by expanding the assortment and improving service quality.

The most perspective innovations for the restaurant industry include:

- Artificial intelligence for demand forecasting, analyzing customer preferences, and adapting offerings based on seasonal trends and local events [2].
- Automation of customer interaction through chatbots, which help with table reservations, answer questions, and inform customers about current promotions.
- Loyalty programs with gamification elements to strengthen the customer base.
- Cooking classes in both offline and online formats, fostering closer ties with customers and transforming the restaurant into a cultural hub.
- Tablet-based menus, which not only speed up service but also allow customers to personalize their orders.

These innovations not only enhance the efficiency of public catering enterprises but also foster the growth of the customer base, improve engagement with the audience, and attract new visitors.

Thus, innovative solutions play a key role in the development of the restaurant industry in Belarus, allowing businesses to adapt to the challenges of the modern market. The implementation of new technologies helps to optimize costs, improve service quality, and expand presence in new markets, such as those in the CIS and Europe. In the future, the development of the restaurant business in Belarus will depend on how well companies adapt to modern technological trends and focus on customer needs, which will ultimately contribute to sustainable growth and increased competitiveness in the industry.

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SPECIFICS OF TAXATION IN DIFFERENT COUNTRIES AND THEIR IMPACT ON INVESTMENT DECISIONS

Особенности налогообложения в разных странах и их влияние на инвестиционные решения

The behavior of a potential investor is significantly influenced by the taxation system established in a particular country, because the tax burden determines what return on investment will be received. In fact, tax regimes and tax systems of the countries significantly affect the behavior of the investor. This is the point of the article to study – the features of taxation in different countries and their impact on investment decisions.

Let us consider the peculiarities of taxation in some countries. For example, in the Russian Federation the basic rate of corporate income tax according to paragraph 1 of Article 284 of the Tax Code is 20 %. A similar rate is applied in the Republic of Belarus. Russian legislation provides for cases when the authorities of particular subject organizations reduce the rate. Thus, from 2024 a special rate of 13.5 % is envisaged. The difference of the Belarusian taxation system is that from 2024 the legislation provides for an increased profit tax rate of 25 %. The basis for the application of such rate is the receipt of excess income by the organization. If the amount being the tax base for the calculation of profit tax exceeds 25 million Belarusian rubles (USD 7.58 million) during the tax period the increased rate will be applied in the calculation of tax. This peculiarity of the Belarusian tax legislation may become decisive for the investor's final decision. If the investor's goal is to receive more dividends and there is no interest in supporting the Belarusian economy, he will certainly consider other investment options. In Kazakhstan, as of 2024, the basic corporate income tax rate is 20 %, similarly to the Russian and Belarusian economies. One of the most attractive economies for investment in terms of corporate income tax rate is Uzbekistan. There the standard corporate income tax rate is 12 % and business entities with sales revenue not exceeding UZS 1 billion (USD 78,200) are recognized as payers of turnover tax, the rate of which depends on the type of activity and varies from 0 % to 4 %. As for other non-CIS countries, the economies of such countries as the Cayman Islands, the UAE (the non-use of the tax component as a revenue part of the budget is part of the state policy), Singapore (corporate income tax depends on