

CULTURAL DIFFERENCES AND THEIR IMPACT ON BUSINESS PRACTICES IN ASIA AND EUROPE

Культурные различия и их влияние на бизнес-практики в Азии и Европе

Cultural differences between Asia and Europe play a key role in shaping business practices and strategies. Understanding these differences is a necessary condition for successful international business operations.

Our task will be to provide evidence of the importance of understanding the culture of both parties in order to ensure a comfortable and successful business process.

Firstly, one of the most noticeable factors is the approach to hierarchy and power. In most Asian countries, such as Japan and China, there is a high degree of respect for hierarchy, which is reflected in decision-making processes where the opinions of senior employees carry more weight. In Europe, particularly in Scandinavian countries, a flatter management structure is observed, where teamwork and democratic decision-making are valued.

Secondly, differences in communication also significantly influence business practices. In Asia, an indirect communication style is often used, with an emphasis on context and non-verbal cues. This can lead to misunderstandings in European companies, where directness and openness are preferred. For example, during negotiations; Asian partners may avoid outright refusals, which can be perceived as uncertainty by Europeans.

The third important aspect is the attitude toward time. In Asia, time is viewed more flexibly, which is related to the concept of «long-term relationships». In Europe, however, there is an emphasis on meeting deadlines and efficiency, which can lead to conflicts when working together.

Finally, cultural differences influence the approach to risk and innovation. Asian cultures are often more cautious in risk-taking, while European companies may be more open to experimentation and innovation. This difference can affect strategic decisions made by companies when entering new markets.

Thus, for successful business operations in an international environment, it is essential to consider the cultural differences between Asia and Europe. Understanding these factors can help avoid misunderstandings and conflicts, as well as foster the creation of effective partnerships.

References

1. *Hofstede, G. Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations* / G. Hofstede // Utah State University. – Sage

Publications, 2001. – URL: https://digitalcommons.usu.edu/unf_research/53/ (date of access: 15.09.2024).

2. Meyer, E. The Culture Map: Breaking Through the Invisible Boundaries of Global Business / E. Meyer // Çağ Üniversitesi. – New York : PublicAffairs, 2014. – URL: <https://goo.su/ezSgQ> (date of access: 15.09.2024).

U. Belova

У.А. Белова

БГТУ (Минск)

Научный руководитель А.В. Коньшева

LEGISLATIVE SPECIFICITIES OF DOING BUSINESS IN THE REPUBLIC OF BELARUS

Законодательные особенности ведения бизнеса в Республике Беларусь

Any organization or business in the country must be officially registered, so the attractiveness of their creation in a country and the level of entrepreneurial activity depends on how effectively the system of state registration is built. Legislative specifics of registration will directly affect not only the number of entities, but also the efficiency of their activities, creating or not creating obstacles. Therefore, it is important to know basic information about the laws of the country in which you plan to open a new business.

Entrepreneurial activity in the Republic of Belarus mainly exists in three forms: Limited Liability Company, individual entrepreneurship and self-employment. The opening of a new business begins with state registration by the registration authorities.

The first stage is choosing the name of the organization, for which there are certain restrictions (for example, the use of the words «department», «committee» and others in the names of private organizations is not allowed [1]). Next, the location of the organization is determined, the charter is created and the authorized capital is formed. Organizations are registered on the day of filing an application for registration. Within 5 working days, a settlement account is opened in a bank, and the registering authority carries out registration with the tax authorities, the Social Security Fund, state statistics agencies and others departments. Depending on the organizational and legal of the organization, some stages may differ, but this procedure describes the general characteristics of the state registration process [2].

The Republic of Belarus has a unified nationwide tax system, under which all organizations pay income tax (20 %) and value added tax (20 %). For some organizational-legal forms, it is possible to use a simplified taxation system at a reduced income tax rate to 6 % (for organizations with an average number of employees up