

The corporate tax rate in Italy is 24 %, with additional regional taxes (IRAP) of around 3.9 %. However, the government provides tax incentives for innovation and investments in southern Italy, which reduce the effective tax rate for qualifying businesses.

Italian business culture emphasizes relationships, trust, and hierarchical decision-making. Meetings often start with informal conversations, and punctuality is valued, though flexibility is common. Understanding local customs and language can significantly impact negotiations and partnerships.

Doing business in Italy offers substantial opportunities in sectors like manufacturing, luxury goods, and tourism. However, challenges such as high labor costs, bureaucratic hurdles, and regional disparities require strategic planning.

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BMW GROUP'S ENVIRONMENTAL MISSION AS A FEATURE OF DOING BUSINESS

Экологическая миссия «BMW Group» как особенность ведения бизнеса

An important role in the transformation of business features is played by organizations that form and implement their environmental mission.

The mission of the organization expresses the philosophy and meaning of its existence. It is the mission that gives an idea of its purpose, necessity and usefulness for the environment, people and society in general.

The mission of the BMW Group is as follows: «Creating the best cars in the premium segment without harming the environment».

From the very beginning, BMW Group sets the course for the future and constantly pays special attention to sustainable development and conservation of resources, starting from the supply chain and ending with the production and end of life of all products. The goal of achieving a completely climate-neutral business model by 2050 is quite achievable with the help of the BMW i Vision Circular. Despite the fact that environmental friendliness is currently on everyone's lips, this topic in itself is not something new for the BMW Group. In fact, BMW began to consider sustainability as a central element of its corporate strategy back in the 1970s.

BMW became the first car company that hired an environmental protection officer, a person who laid the foundations for preventive environmental protection. Since then, the company has been constantly developing its strategies and measures in the field of sustainable development and implementing them in practice. New technologies have been introduced to reduce emissions, such as catalytic converters and water-based staining

technologies in paint shops, and waste recycling initiatives have been established. Since then, many manuals have been developed detailing the environmentally efficient dismantling and recycling of individual BMW models.

Long before the first sustainability report, BMW Group paid special attention to recycling and utilizing cars in the most environmentally friendly way. In 1990, BMW launched its first in-house pilot car disassembly plant at the Landshut plant. In 1992, the world's first production standard optimized for recycling vehicle design was introduced.

BMW Group is constantly working to move to processes that produce as little waste as possible. The company has already managed to reduce carbon emissions per car produced: in 2020, this figure decreased by 78 % compared to 2006. BMW cars are now 95 % recyclable, and 90 % of high-voltage batteries can also be recycled. The «BMW i Vision Circular» gives an idea of what a car based on cyclicity might actually look like. The study consists of 100 % recycled materials and is also 100 % recyclable. He is the embodiment of the BMW Group's ambitions to become the most environmentally friendly automaker in the world [1].

Thus, BMW not only creates high-quality cars, but also actively participates in the promotion of bioeconomics through innovative approaches to production and sustainable development. BMW is committed to use renewable energy sources in its factories and minimizing the environmental footprint. The company sets ambitious goals to reduce CO2 emissions at all levels, including logistics and supplies. BMW conducts information campaigns and training programs aimed at raising awareness about the environment and sustainable development among its customers and subordinates. BMW focuses on electrification and emissions reduction in the automotive industry. Thereby the company is actively involved in improving the world's environmental situation.

Reference

1. Focus on sustainability // BMW.com. – URL: <http://surl.li/krzbhp> (date of access: 22.10.2024).

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THE INFLUENCE OF CULTURAL TRADITIONS ON BUSINESS PRACTICES WORLDWIDE

Влияние культурных традиций на деловую практику во всем мире

This research aims to explore the fundamentals of conducting business across various countries. Business encompasses the exchange of goods and services, relationships, and