

platforms allow athletes to interact directly with their fans, which enhances the emotional connection between the brand and the consumer. This two-way communication creates a sense of community and exclusivity.

4. Regulatory and ethical considerations: Different countries have varying regulations related to advertising, especially when it comes to minors and the use of celebrity endorsements. For instance, in the European Union, advertising to children is heavily regulated, which means sports brands must adjust their campaigns accordingly. Ethical concerns, such as environmental sustainability and gender equality, are also becoming more prominent in sports marketing. Brands that align their social media campaigns with these values tend to attract a more socially conscious audience, which enhances their reputation and consumer loyalty.

The study shows that successful promotion of sports brands through social media requires brands to adapt their strategies to regional preferences. Companies that localize their content – whether through language, cultural references, or by partnering with local influencers – achieve higher engagement rates and brand loyalty. For instance, Nike's use of localized content in China and Adidas' partnership with local influencers in Brazil have proven to be successful in creating meaningful connections with consumers.

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BUSINESS PRACTICES IN COUNTRIES AND REGIONS AROUND THE WORLD

Особенности ведения бизнеса в странах и регионах мира

Understanding regional business practices is a critical requirement for success in a globalized economy. Companies operating internationally must navigate diverse cultural, regulatory, and organizational frameworks. This report explores business practices in North America, East Asia, and Western Europe through the examples of Amazon, Toyota, and Siemens. By examining these case studies, it becomes clear how local traditions and values shape corporate strategies and operational behaviors. The analysis also highlights the challenges and opportunities multinational corporations encounter when adapting to diverse markets.

North America prioritizes efficiency, innovation, and fierce competition. Amazon embodies these principles with its customer-centric model, emphasizing rapid delivery, scalability, and technological leadership. Flat hierarchies encourage employees to take ownership of innovation, while direct communication and individual accountability facilitate swift decision-making. However, this approach may create challenges in regions where relationships and long-term engagement are more highly valued.

East Asia offers a contrasting perspective, where harmony, hierarchical structures, and collective decision-making dominate. Toyota's 'Toyota Way' demonstrates the importance of continuous improvement (Kaizen), long-term vision, and respect for authority in Japanese corporate culture. Indirect communication and consensus-building are key features of East Asian practices, ensuring harmony within teams and across organizations. These practices reflect the region's emphasis on stability and respect, which are integral to its business ethos.

Western Europe combines structured organizational frameworks with a strong focus on ethics, sustainability, and regulatory compliance. Siemens exemplifies this approach with its commitment to precision, environmental stewardship, and robust corporate governance. European businesses often operate within environments that demand adherence to high labor standards and ecological responsibility, reflecting broader societal values. These principles not only shape operations but also enhance the reputation and trustworthiness of European firms on the global stage.

Operating across multiple regions brings significant challenges for multinational companies. North American firms entering East Asia must adapt to hierarchical structures and a slower, consensus-driven decision-making process, which can feel counterintuitive. Conversely, East Asian companies face difficulties adjusting to North America's fast-paced environment, where individual initiative and direct negotiations are key.

European businesses often encounter competitive pressure in North American markets, which may require them to prioritize agility and cost-effectiveness over their usual focus on regulatory compliance. Nevertheless, European firms' emphasis on sustainability and corporate social responsibility offers them a unique advantage, especially as global consumers increasingly value ethical business practices.

The analysis of business practices in North America, East Asia, and Western Europe reveals the profound impact of regional values and traditions on corporate strategies. Multinational corporations must embrace cultural differences, adapt to unique market expectations, and develop a deep understanding of local practices.

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SOME ASPECTS OF DETERMINING THE LEGAL STATUS OF AFFILIATES

Некоторые аспекты определения правового статуса аффилированных лиц

In the process of carrying out activities, business entities enter into close contact with each other and are in a certain relationship. The relevance of the issue of considering certain aspects of the legal status of affiliated persons is determined by the fact that