

contributed to the conclusion of new agreements and the realization of new innovative projects. But there are some difficulties due to sanctions that complicate logistics, making it difficult for Chinese goods to transit through Belarus, especially under the «One Belt, One Road» initiative.

In the future, the countries seek to expand trade ties through the creation of new joint projects. One important goal is to open Belarusian pavilions in different regions of China. The prospects for further development are supported by deepening economic integration and the desire to diversify goods and services exported to China.

Thus, trade relations between China and Belarus are dynamically developing and strengthening thanks to mutually beneficial cooperation and major joint projects such as the Great Stone Industrial Park. Despite challenges, including export imbalances and external economic risks, the countries are actively seeking ways to further expand cooperation. Plans to diversify exports and open Belarusian pavilions in China create good prospects for the future, supporting economic growth and international integration.

A. Gorodnik

А.С. Городник

БГЭУ (Минск)

Научный руководитель Н.А. Михайлова

CONTRASTING BUSINESS CULTURES: NAVIGATING EAST AND WEST IN GLOBAL MARKETS

Противоположные бизнес-культуры: восточное и западное движение на мировых рынках

Business is the practice of making one's living or making money by producing or buying and selling products. Moreover, business is a hard process where you should take into account a huge amount of factors, which influence your state of affairs. One of the main factors is the location where you realize your business. The aim of this article is to analyze and compare the distinct business cultures of the East and West, with a particular focus on how differences in etiquette, management styles, and communication practices shape business interactions in global markets. It is not a secret that doing business in Asian countries differs from this process in North and South America. Therefore, we are confident in the relevance of this comparison, as understanding these contrasting business cultures is essential for success in international markets.

First, we should highlight the difference in business etiquette because in different parts of our world there are distinct peculiarities. When you have a meeting with a partner from China, Japan, South Korea, or another Asian country, remember that you should show great respect to elder people; instead of common handshakes, they use bows as a symbol of benevolence. It is better to stay calm and patient because Asian businessmen evaluate your abilities to conduct business, and dialogues can last for an extended period.

When we talk about American business etiquette, it is quite the opposite. Americans are usually straightforward and talkative; regardless of the partner's age, they tend to foster an informal setting. The phrase «Time is money» perfectly reflects their mindset.

Another key point is the management system. There are three strong types of management systems in Asia today: Korean, Chinese, and Japanese. While each has unique elements, they share an emphasis on collective work and team success. In contrast, American companies tend to prioritize individual career growth and ambitions. In the U.S., it is common for one person to manage the entire company and make significant decisions independently, whereas in Japan and South Korea, companies are often managed by groups where each member has defined responsibilities.

The third major difference between East and West is in the system of communication within the business sphere. For example, the process of signing contracts in Asia is rooted in mutual understanding and long-term relationships. A contract is often seen as a formality, subject to change as business relationships evolve. In many cases, business interactions in Asia resemble a family-like environment. In contrast, American business communication is more transactional. Managers negotiate with a focus on securing better contract terms, and the emphasis is often placed on mental strength and strategic thinking.

By comparing these diverse business systems, we have identified key areas where Western and Eastern models diverge, namely in business etiquette, management structure, and communication styles. This analysis illustrates how deeply culture influences business practices, from the way people greet each other to how decisions are made within a company.

To make a conclusion, this quote is suitable here: «When properly aligned with personal values, motivations, and needs, culture can release a tremendous amount of energy to achieve a common goal and stimulate an organization to flourish,» which tells us that culture is one of the steps to successful business. Understanding and adapting to different cultural practices, especially in a business context, not only enhances the chances of success in global markets but also fosters stronger partnerships and more efficient collaboration. As we navigate the ever-evolving global economy, appreciating these cultural nuances is crucial for long-term prosperity.

A. Gribanova
А.Д. Грибанова
БГЭУ (Минск)

Научный руководитель С.С. Дроздова

PECULIARITIES OF DOING BUSINESS IN ITALY

Особенности ведения бизнеса в Италии

It seems that European countries are almost no different from us. Their culture and traditions are known to us from movies, books and television programs, from blogs on