

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.

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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

Instagram and other social networks. However, most of the time we are shown the general features of this or that country, by which the essential cultural features are not clearly defined. Sometimes we are even treated to stereotypes that do not have a bit of truth in them.

The objective of the study is to identify the peculiarities of doing business in Italy.

Italy is a very attractive and colorful country, and Italians are known for their passionate temperament, which permeates all areas of their lives. Including business. This article aims to highlight the peculiarities of doing business in Italy.

In Italy, family and heredity are very valued, and therefore most companies, up to 80 %, according to the article «Small and medium-sized businesses in European countries» are small family businesses, even microbusinesses with a staff of no more than 10 people. Therefore, the decision to cooperate with this or that company depends, most often, on one person.

Italians are not very active in responding to e-mails, so it is best to contact the Chamber of Commerce and Industry or the Economic Development Office of the Embassy.

When conducting negotiations, you should take into account the temperament of Italians. First of all, they like to talk. Therefore, before you start discussing business issues, you should have a conversation with them. Usually it can be about family (theirs and yours), interests, hobbies, sports and other things far from business. By your interests, by the way you answer, Italians will build a picture of what kind of person you are and immediately understand whether you can go to serious questions. Remember: Italians' emotionality often makes them promise more than they can deliver, so try to separate facts from emotions.

Secondly, your negotiations will most likely take place over dinner or lunch. As the Italians say, important issues are solved at the table with a glass of good wine in hand. In addition, alcohol is good at loosening the tongue, so the second point is easily combined with the first. For Italians time is very important, although they are not as punctual as the British, but they value their vacations, weekends, holidays. Keep in mind that Italy is a Catholic country, so religious holidays are also very important for Italians. And another very important feature of the Italian family: being introduced to the family is considered a great honor and a sign of consideration.

To impress and placate your Italian partners a little, it would be nice to give them a small souvenir. Inexpensive corporate souvenirs that can be useful both at work and at home will be pleasant to Italians. Even if they have your company's logo on them, it should not create the effect of crude advertising. Italians like to give luxury brochures of their companies or small corporate gifts, but always elegant and restrained. To summarize all of the above: Italians don't do business on weekends, religious holidays such as Christmas or Easter, during family celebrations.

The most common form of business in Italy is the small family business. The decision to cooperate is often made by one person.

It should be remembered that Italians prefer to respond to official e-mails from agencies rather than private e-mails.

Before starting business negotiations, remember that it is very important for Italians to understand what kind of person you are. It is important to make a good impression: this can be done with, for example, small corporate gifts.

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PECULIARITIES OF DOING BUSINESS IN BELARUS

Особенности ведения бизнеса в Беларуси

Belarus, as a country with a developing economy and stable geopolitical position in Eastern Europe, attracts both local and foreign investors. The peculiarities of doing business in Belarus are determined by legislative and economic factors as well as by cultural and social characteristics. Facing modern challenges, including globalization and digitalization, Belarus actively develops its business climate, supports small and medium-sized enterprises, and attracts foreign investment. The purpose of this report is to examine the key features, opportunities, and challenges of doing business in Belarus, focusing on economic, legislative, and cultural aspects.

The Belarusian economy combines elements of a market economy with a significant role of the state. The government controls a substantial portion of the economy, including key industrial and agricultural sectors, which affects the business climate. Economic reforms aimed at supporting small and medium-sized businesses have been implemented since the late 1990s, but the private sector still faces stiff competition with state-owned enterprises. Nevertheless, the government has created favorable conditions for small businesses, including simplified taxation for entrepreneurs and incentives for residents of free economic zones.

One of the key features of doing business in Belarus is the strict regulatory framework and the controlling role of the state. In 2016, the country adopted Decree № 7 «On the Development of Entrepreneurship», which eased several administrative barriers and simplified the business registration process. Legislation also provides tax incentives and a simplified tax system for small and medium-sized businesses, making the business environment more attractive for entrepreneurs.

Special conditions are available for residents of the High Technologies Park (HTP), created to stimulate the IT sector and innovation activities. HTP residents enjoy significant tax benefits and are protected from administrative barriers, which has contributed to the active growth of the IT ecosystem. Additionally, the country has established special economic zones (SEZs) that offer tax and customs benefits for companies working in industrial production, logistics, and agriculture.