

The peculiarities of doing business in Belarus are also linked to the local business culture and social factors. Honesty, conscientiousness, and respect are highly valued in the Belarusian business community. Relationships with partners are built on trust and the fulfillment of agreements. Belarusians strive to establish long-term business relationships, an important factor for foreign partners seeking to cooperate in Belarus. Cultural characteristics such as attention to formal aspects of communication, adherence to business etiquette, and compliance with established rules also influence the business process.

In recent years, the Belarusian government has taken steps to diversify the economy, increase its innovation potential, and make it more resilient. The IT sector, in particular, shows great promise, supported by the High Technologies Park. There are also promising opportunities for agro-industrial and manufacturing enterprises capable of occupying niches in international markets through access to EAEU markets.

In conclusion doing business in Belarus has several distinctive features shaped by economic structure, legal conditions, and cultural traditions. The country has created favorable conditions for companies in the IT sector and free economic zones, fostering growth and attracting foreign investment. At the same time, the high degree of state control and frequent legislative changes present certain challenges for entrepreneurs. Overcoming these challenges is achievable through state support and the development of strategic economic sectors.

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FEATURES OF BUSINESS COMMUNICATIONS IN CHINA

Особенности делового общения в Китае

China has significantly strengthened its position in the global economy in recent years. The country's key achievements in the socio-economic sphere compel the international business community to pay special attention to the Asian market and the nuances of Eastern business etiquette.

The aim of the research is to identify the unique features of business communication in China, and formulate strategies that facilitate successful interaction and partnerships in this multinational environment.

Due to China's economic growth, its citizens strive to adhere to established entrepreneurship standards and European etiquette norms. Nevertheless, they have preserved and actively utilize their unique approaches rooted in Asian culture.

In China, the prestige of the company where one works holds greater importance for each individual than personal accomplishments. In this country, one unfavorable action by a single member of a group – be it a family, collective, or organization – can result in the entire group losing its reputation. Therefore, in any situation, a Chinese person aims to conduct themselves with dignity.

Contradicting elders in terms of age, rank, position, or status is not accepted in China. This is not viewed as a rude breach of etiquette but rather as part of the national tradition.

When initiating business interactions with a Chinese party, it is beneficial to engage intermediaries who can formally represent your company, act as transaction guarantors and sureties. Chinese individuals always seek to ensure the reliability of companies they plan to collaborate with, making positive recommendations about your firm extremely valuable.

Unlike in Russia, business relationships in China have a more formal nature, and personal contacts (like restaurants, theaters, cafes, clubs, etc.) are excluded. This stems from a strict separation between business and personal life, a concept that receives significant attention in China.

Patience is essential when dealing with Chinese partners since China's bureaucratic system is extensive, and obtaining agreement on various issues requires significant time and effort. Additionally, Chinese individuals are meticulous and do not make decisions without thoroughly examining all aspects.

Attempting to win a Chinese person's favor through personal communication during business negotiations is not recommended, as Chinese people view foreign partners more as representatives of companies rather than individuals. Clearly articulating the business matter will be more beneficial than friendly conversations.

Rank plays a significant role in China's business culture. Therefore, it is preferable to have the company's leader present at negotiations rather than their assistant or deputy.

Any important business meeting should be planned and coordinated several months in advance. After reaching an agreement, you can send full information about the company and all necessary documents.

In Europe, some consider the Chinese cunning and deceitful due to differences in business approaches, tactics, and partner assessment methods, which are perceived as unacceptable in Europe. These features of Chinese culture should be regarded as national characteristics, understood, and utilized to one's advantage.

Blatant and obvious flattery can also be employed by the Chinese to achieve their goals. It is important to maintain composure and patience, negotiate as the Chinese do, and remember the importance of compromises for the Chinese side, which sees them as the essence of negotiations. To be perceived as a professional in China, one must possess persistence, patience, caution, perseverance, and composure.

Chinese people are extremely distrustful in business, making it quite challenging to find a good business partner in this country. The thing is, any business proposal from a European is perceived by a Chinese person as a proposal with a catch that needs to be identified and turned to their advantage. A helpful ally in finding business partners in China can be consulting or translation firms that have been operating in this market for

many years. Their experience can guide your intentions and shield you from professional fraudsters, of which there are more than enough in China.

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BUSINESS ETHICS IN SOUTH KOREA

Бизнес-этика в Южной Корее

Business ethics in South Korea are influenced by cultural, historical and social factors, including Confucian traditions, which play an important role in shaping business relationships and corporate culture. Such research may be useful for both academics and practitioners in the fields of management and business, helping to better understand the dynamics of ethics in the South Korean context. Here are some key aspects of business ethics in South Korea:

1. Confucianism and Hierarchy: Confucian values emphasize respect for elders and hierarchy. In business, this is reflected in strict adherence to the chain of command, where seniors make decisions and juniors must follow directions.

2. Personal Relationships: Personal connections and trust are important in South Korea. Establishing good relationships with partners and customers is often the basis for a successful business. This may include informal gatherings such as dinners or joint events.

3. Corporate Social Responsibility (CSR): In recent years, companies have increasingly focused on CSR issues, including environmental sustainability, support for local communities and ethical business practices. This is becoming an important aspect of a company's reputation.

Samsung actualize programs that support education, environmental protection, and health. For example, they run initiatives to recycle old electronics and programs to improve digital literacy. Hyundai actively collaborates with other companies and universities to develop new technologies. For example, they are working on joint projects in the field of autonomous driving and mobility solutions. LG conducts various initiatives to support local communities, including educational programs and crisis assistance. The company is also actively involved in charitable projects.

4. Ethics in Management: South Korea has a high expectation of integrity and transparency in business. However, scandals involving corruption and malfeasance among high-profile companies show that ethical issues still exist.

5. Compliance with Laws and Regulations: South Korea has strict laws and regulations governing business activities, including anti-corruption laws. Companies are required to follow these rules to avoid legal consequences.