

2. McDonald's. McDonald's restaurant chain also demonstrates the effectiveness of cultural adaptation. For example, in India, the company offers vegetarian options and avoids beef products, respecting local traditions and religion.

The cultural environment exerts a significant influence on consumer behavior and the formulation of international marketing strategies [5]. Neglecting cultural nuances can adversely affect a brand's reputation and result in unsuccessful market entry. Therefore, a comprehensive analysis of the cultural context is essential for attaining economic success and ensuring sustainable business development in foreign markets.

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BUSINESS ETIQUETTE OF EASTERN COUNTRIES: TRADITIONS AND MODERNITY

Деловой этикет стран Востока: традиции и современность

People and the relationships between them have always been a fundamental factor of historical progress. This tendency has influenced the global economy, which has led to the fact that one of the most important components of business conduct is business etiquette. Business etiquette is a set of rules and norms generally accepted in the business sphere and

international economic cooperation in order to regulate the norms of business communication.

The purpose of the study is to consider the peculiarities and features of business communication in Eastern countries by using examples; compare them.

Business etiquette in Eastern countries is a fascinating combination of age-old traditions and current practices. Understanding the nuances of business etiquette in these countries is crucial for successful international collaboration and investment.

First of all, let's consider the universal rules of business etiquette specific to that region:

1. Patience and evasiveness. For example, it is considered impolite to be too blunt, especially if you have unpleasant news to tell. It is important to be able to read between the lines and feel the nuances.

2. Gifts. It is customary to give and receive gifts as a sign of favor. As a rule, at first the recipient will refuse to take the gift, this is a way of showing modesty.

3. Nonverbal communication. Body language and facial expressions are equally important. You can show respect by maintaining eye contact, bowing slightly or nodding politely. Conversely, overly expressive gestures are considered disrespectful and even offensive.

In my essay I would like to broach 3 different Eastern countries separately: Japan, China and UAE.

In Japan, the concept of harmony is deeply rooted in business culture. Traditional Japanese etiquette emphasizes respect and politeness. For example, bowing is a regular greeting, the lower you bow, the more respect you show. Business cards are exchanged with great care and awe. This procedure takes place at the very beginning of the meeting so that partners could have the opportunity to clarify their position in society. Meetings in Japan tend to follow a structured format. It is common for discussions to begin with small talk, often about seasonal changes or family, reflecting the value of personal relationships. Japanese people are extremely punctual, so the slightest delay to a meeting is considered offensive.

Speaking of the Chinese, in business communication they are cautious and often use intermediaries who can be trusted. It is better to arrange business meetings in advance in writing, describe your expectations in Chinese. Their local economy has developed a collective mentality, so waiting for their final decision can take a long time. During business meetings, it is also customary to exchange business cards with information in Chinese and English.

In the UAE great importance is paid to religion – holy Islam, both in daily and in business life. Companies have a clear hierarchy. Usually only one person in the company makes all decisions and has numerous rights. Meetings with partners should be arranged in person or over the phone, as any written agreement is not considered an official document. Greet people individually (handshake), starting with the person with the highest status. A business suit is an integral part of business etiquette in the UAE. And women are

completely free to wear a business pantsuit or dresses avoiding open arms, knees, and necklines.

In conclusion, business etiquette in Eastern countries is a complex combination of traditions and trends of modern economy. These countries are not only trying to succeed in the conditions of globalization, but also to save their historical values. Despite all the similarities, the cultural peculiarities of conduct of business in each country are unique and deserve attention.

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PECULIARITIES OF DOING BUSINESS IN NORWAY

Особенности ведения бизнеса в Норвегии

Norway, a country with a rich history and unique culture, is an interesting place to learn about doing business. Located in the north-west of Europe, Norway is famous for its picturesque fjords, high standard of living and stable economy. This paper will examine key aspects of doing business in Norway, including the legal and economic environment, corporate culture. Goals: to find out the peculiarities of doing business in Norway, conditions for investors, attractiveness for doing business.

You can hardly name at least 5 famous Norwegian companies or brands right off the bat. We can try to explain it by the fact that the population of Norway is only 5.3 million, but at the same time neighboring countries with approximately the same population have much better-known companies. For example, Spotify and IKEA originated in Sweden, and LEGO and Carlsberg in Denmark. The real reason for this position of Norwegian companies is that, firstly, most Norwegian companies are focused on the domestic market or specific niches, and secondly, industries such as oil, gas and seafood most often operate in the B2B segment. The consequence of this is that it is more difficult for foreign investors to assess a company's reputation, its operations and competitors. However, due to its established industry specialization, Norway has a stable economy, developed technologies and government business development programs, which attracts foreign investors.

Another important factor is the peculiarities of the Norwegian mentality. For example, honesty is highly valued in the country and corruption is virtually non-existent. In a ranking of countries based on the Corruption Perceptions Index in 2023, Norway ranked 4th in the world with 84 points. In doing business Norwegians are outspoken and consistent. These are reliable partners who always fulfill their obligations