

Technological Job Displacement and Creation: While technology creates new job opportunities in emerging fields, it also displaces jobs, particularly in traditional industries. Reskilling and upskilling the workforce are essential to address these changes.

Health Economics: The pandemic has accelerated the focus on healthcare infrastructure and biotechnology. Investment in health technologies and services is likely to remain robust as countries seek to improve resilience against future health crises.

Geopolitical Risks: International relations and conflicts can significantly impact global economic stability. Countries are increasingly considering economic security as part of their foreign policy.

Financial Technology (Fintech): The rise of fintech is transforming banking and financial services, making them more accessible and efficient. This trend is reshaping how businesses and consumers engage with financial institutions.

These trends will continue to shape the global economy in the coming years, and the interplay between them will create both opportunities and challenges for countries and businesses.

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FEATURES OF BUSINESS CULTURE AND BUSINESS ETIQUETTE IN INDIA

Особенности бизнес-культуры и делового этикета в Индии

The study aims to explore the peculiarities of business culture and business etiquette in India in order to ensure successful business communication and partnership with Indian colleagues. The main objective is to analyse key aspects of doing business in India, including specifics of business etiquette and interpersonal communication to ensure effective task performance in a cross-cultural environment.

As a result of rapid development of intercultural communication and global transformations, there is a need for cultural enlightenment necessary for rational functioning in a multicultural world. Young professionals need not only speak any foreign languages, but also knowledge of the peculiarities of doing business with foreign partners in order to successfully fulfil their tasks. This knowledge will help to follow new achievements, developments in the world, participate in international symposiums, conferences, build friendships and work in transnational teams.

Doing business in different countries of the world requires understanding of cultural and social peculiarities of these countries. Using India as an example, which, given the above, makes it an interesting subject for studying business practices, we will analyse key aspects of doing business, including the specifics of business etiquette and interpersonal communication.

Business meetings in India begin with a light handshake, but the initiative should come from the Indian partner. Alternative forms of greeting such as folded palms and bowing are also used in the business environment. It is important to remember the meaning of right and left hand: the right hand is used to pass objects and touch, while the left hand is considered 'unclean'.

Physical contact between members of the opposite sex is limited. Women are greeted with a nod or a folding of the palms. Greetings are always addressed first to the oldest person present.

The first meeting should be scheduled in advance, preferably one or two months in advance, with written confirmation. An agenda should be sent in advance and a reminder of the meeting a few days in advance. Although Indians are not always punctual, employees of multinational companies endeavour to keep time.

Indian business partners may show an interest in the personal life of the interlocutor, which is part of establishing a relationship of trust. For example, after the first meeting, there may be a desire for more informal communication.

Indians prefer to think carefully about every decision, avoiding haste. It is important to be flexible and open when communicating with business partners. In the context of the above, it is worth mentioning that outright refusals are discouraged; instead, soft language is used to express one's opinion on the subject of discussion.

Gifts in India are considered a symbol of respect. Alcohol and leather goods should be avoided, preferring symbolic souvenirs. Gifts are wrapped in red, green or yellow paper, avoiding black and white colours.

Business cards are exchanged at the beginning of the meeting and should be accepted and handed with the right hand. With 447 different languages spoken in India and approximately 2000 dialects spoken, it is a good idea to design your business card in English.

As a result, the study found that understanding cultural nuances and adhering to local traditions are key to success in doing business in India, and awareness of business etiquette and respect for cultural norms contribute to strong and lasting business relationships.

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SPECIFICS OF DOING BUSINESS IN INDIA

Особенности ведения бизнеса в Индии

Each country has its own approaches of doing business and features of business communication. This aspect is determined by the mentality, culture, and religion of the