

THE IMPORTANCE OF CHINESE CULTURAL AND LEGAL CHARACTERISTICS FOR DOING BUSINESS

Значение культурных и юридических особенностей Китая для ведения бизнеса

China, as one of the world's leading economic countries, is becoming an increasingly attractive destination for international business. However, successful activities in this country require a deep understanding of cultural characteristics that significantly affect business practices and interpersonal relationships. Cultural traditions, such as respect for hierarchy, the value of harmony and collectivism, play a key role in shaping business strategies. Understanding Chinese culture allows foreign companies to avoid common mistakes and establish effective relationships with local partners. The purpose of this work will be to examine the cultural characteristics of China, how they affect doing business, and what approaches need to be taken into account to achieve success in this market.

Chinese business culture is influenced by traditional Confucian values such as humanity, the priority of justice over profit, respect for elders, as well as managing and achieving goals without interference and conflict. Modesty and good manners form the basis of politeness in China.

The exchange of gifts is part of the ritual of developing business relationships. Giving gifts or showing hospitality is a Chinese custom aimed at strengthening business relationships. In companies with many employees, it is best to give gifts of equal value to all individuals and a more valuable one to the senior staff member (or only give gifts to the senior persons). Do not give gifts that are difficult to reciprocate or match, as this will cause the Chinese recipient to lose face. Giving expensive gifts to a business partner can also be interpreted as bribery and therefore may not be accepted. Chinese business people expect their business partners to be happy to be invited to a restaurant. This type of invitation is not aimed at discussing business, but at making business partners feel that they are respected and welcomed. Business owners demonstrate their politeness and gratitude to business partners by treating them to delicious food and drinks [1, p. 5].

It is also a great idea to do some research about the country in general and read a little bit of history before you go to China. People really respect the fact that you've taken the time to just find out a little bit about their history, culture and customs.

It is characteristic of Chinese collectivist culture that the decision is made by the group. The members of the group make an agreed decision through consultations. A lot of time is devoted to drafting contracts and considering every opportunity to achieve the desired long-term results in the future [2, p. 53].

It is also worth noting that in addition to cultural aspects, there are legal peculiarities in China. Lawyers in this country, as a rule, specialize in a narrow range of issues. Unlike in Russia, in China, one company usually employs several outsourced lawyers, rather than one full-time employee. In addition, the legislation in China varies depending on the province and city, so when choosing lawyers, it is important to give preference to those who have experience working in a particular region.

China's cultural and legal peculiarities play a key role in business interaction. Successful companies operating in China take into account local traditions, values and approaches to negotiation, and peculiarities of legislation. As a result of the study, it was revealed that the Chinese are very restrained in business communication. But besides that, it is very important for them to show friendly intentions to business partners. Therefore, respecting China's cultural characteristics can lead to more successful partnerships and increased competitiveness in the market.

References

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FEATURES OF DOING BUSINESS IN SWEDEN

Особенности ведения бизнеса в Швеции

Our discussion focuses on the unique features of conducting business in Sweden, a nation renowned for its innovative spirit, strong economy, and commitment to sustainability. This presentation aims to highlight the key aspects of the Swedish business environment, including cultural nuances, regulatory frameworks, and market opportunities. By the end of our session, we hope to provide valuable insights that can aid entrepreneurs and businesses in navigating this dynamic landscape.

Sweden boasts a robust economy characterized by high GDP per capita and a strong emphasis on innovation. The country ranks consistently high in global competitiveness indices, driven by its advanced technology sector and skilled workforce. Key industries include information technology, manufacturing, and green technologies. The Swedish