

## **Секция 3**

# **СОЦИАЛЬНО-КУЛЬТУРНАЯ СРЕДА МЕЖДУНАРОДНОГО БИЗНЕСА**

## **АНГЛИЙСКИЙ ЯЗЫК**

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## **THE INFLUENCE OF RELIGION ON INTERNATIONAL BUSINESS**

### **Влияние религии в международном бизнесе**

Religion and business began to interact and influence each other many centuries ago, as well as on socio-cultural evolution, political geography and labor law. The purpose of the article is to analyze the influence of religion on international businesses. It gives positive and negative examples of such influence and highlights the importance of taking into consideration cultural and religious norms while doing business. As companies expand around the world, they look for new markets, and introduce new regional norms, where corporate rules and regulations are most often related to religious norms and conditions.

Religion plays a key role in shaping cultural norms and values. Religious beliefs often determine companies' paths to ethics and corporate social responsibility. For example, many companies in countries with strong religious traditions adhere to high standards of honesty and transparency. Some organizations may refuse to do business with certain industries, such as alcohol or gambling, due to their religious beliefs.

Religious norms can also influence how companies approach advertising and marketing. In some cultures, certain images or messages may be perceived as offensive or unacceptable. For example, the use of certain symbols or images of people may be undesirable in some religious contexts. When developing advertising campaigns, it is important to take into account the cultural and religious characteristics of the target audience. Companies can collaborate with local cultural experts to create more sensitive and respectful promotional materials.

Religious beliefs can influence a company's HR policy. In some countries, employees can expect flexibility in their work schedules to observe religious rituals or holidays. For example, Muslims may require time for prayer or fasting during Ramadan. Companies can implement flexible work schedules and take religious holidays into account when planning work processes. This not only helps to create a more inclusive work environment, but also increases employee loyalty.

Religious holidays, food bans and other religious customs directly affect the demand for certain goods and services. For example, in Muslim countries during Ramadan there is an increased demand for food for evening worship, and in Christian countries for Christmas gifts. Companies that take these features into account can adapt their marketing strategies and product range to meet the needs of the target audience.

For example, a toy in the shape of a «blue samurai», which the fast food chain McDonald's sold together with the «Happy Meal», according to the Saudi authorities, opens up the problems of Islam, in that the «blue samurai», like the prophet, was named Muhammad. A few days after the first toy was sold, Saudi children and their parents noticed the «offensive» inscription. Islamic activists immediately launched «hero» posters with slogans: «Together we will protect the prophet». In response, McDonald's withdrew the toys from sale to avoid «retaliation». However, there are cases when companies still respect the religious beliefs of their customers. For example, some businessmen believe that the Marriott International Hotel is a success due to its knowledge of the religious beliefs of society.

Thus, the influence of religion on international business is a complex and multi-layered aspect that requires careful analysis and adaptation of strategies. Successful companies understand the importance of respecting cultural and religious differences and use this importance to create sustainable relationships with customers, partners and employees.