

- reputation management – the administration responds quickly and properly to reviews left by buyers on different platforms.

PR tools that are not fully exploited include:

- sponsoring – the company sometimes sponsors individual events, but it is not enough, so it is suggested to become a permanent sponsor of some dance (or sports) group which participates in national and international events.

- PR-activities – there should be more of them and they should affect wide society classes, for instance, photo contests, children's drawing contests, contests for the best look assembled from the goods presented in the department store, etc.

It is also recommended to pay attention to public speeches of the company's leading executives at seminars and festivals, which will help build trust among employees, clients and partners alike. In addition, such events are good for communicating key messages about the company's values and strategic goals, which helps all participants to understand the direction in which the organization is moving.

In conclusion, the PR activity of OJSC «Department Store «Tsentrалny» demonstrates stable results, but there is a significant potential for further development. Effective use of existing tools, such as the website and social media, creates the basis for a positive image, which requires a more targeted approach in covering a variety of product categories and events.

Despite successful charity and reputation management activities, it is important to note that a company can significantly improve its position by increasing the degree of involvement in sponsorship and organizing PR campaigns. By adopting the recommendations, it will be possible to reach a wider audience, strengthening ties with the local community and expanding its customer base.

Reference

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CULTURAL DIFFERENCES AND THEIR IMPACT ON BUSINESS

Культурные различия и их влияния на бизнес

The purpose of the study: to study the social and cultural environment in international business. In the context of globalization and the rapid development of technology, international business is becoming an increasingly important aspect of the global economy. However, the successful operation of companies in the international arena

depends not only on economic factors, but also on the socio-cultural environment in which they operate. This environment includes many elements such as cultural norms, values, traditions, language, religion and social structures that have a significant impact on business practices and strategies of companies.

1. Culture is one of the key factors determining the behavior of people and organizations. Each country has its own unique cultural characteristics that can have an impact on business relations. For example, in countries with highly developed cultures, such as Japan or South Korea, the emphasis is on collectivism and respect for hierarchy. In such countries, it is important to build trusting relationships and take into account the opinions of all participants in the process. At the same time, in Western cultures such as the USA or Germany, individualism and directness in communication are valued.

Understanding these differences allows companies to adapt their marketing strategies, management approaches, and methods of interacting with customers. For example, when entering a new market, a company must take into account local traditions and customs in order to avoid misunderstandings and negative reactions from consumers.

2. Language as a barrier and a means of communication. Language plays an important role in international business. It not only serves as a means of communication, but also reflects the cultural characteristics of society. Knowing the language of the country the company plans to enter can significantly improve the chances of success. However, language barriers can be a serious obstacle to doing business. Misunderstanding of terms or phrases can lead to conflicts and misunderstandings.

In addition, companies should take into account that some words or expressions may have different meanings in different cultures. For example, gestures that are considered neutral or positive in one culture may be perceived as offensive in another. Therefore, it is important to conduct cultural trainings for employees working in international markets.

3. Religious factors. Religion also has a significant impact on business practices in different countries. In some cultures, religious traditions may dictate the rules of behavior in a business environment. For example, in Muslim countries, observance of religious norms can affect working hours, holidays, and even the choice of products for sale. Companies operating in such conditions must take into account religious holidays and customs in order not to violate local traditions and not lose the trust of customers.

4. Social structures and their impact on business. The social structures of society also play an important role in shaping the business environment. The degree of social mobility, the presence of class differences and the structure of power can significantly influence business decision-making. In countries with rigid social hierarchies, decision-making may depend on the status and position of people in society. This requires companies to be flexible in their management approaches and interaction with local partners.

Conclusion. The socio-cultural environment is an important aspect of international business that requires careful study and understanding. Success in the international arena depends on the ability of companies to adapt to cultural differences, take into account language barriers and respect religious traditions. Ultimately, it is respect for the cultural characteristics of other countries that becomes the key to successful international business.