companies must exercise caution in choosing their marketing approaches to avoid offending consumer sentiments and damaging their reputation.

In conclusion, the influence of cultural factors on the marketing strategies of international companies cannot be overstated. Success in global markets depends on the ability of companies to understand and adapt to cultural differences. This requires a deep analysis of the target audience, careful selection of communication strategies and respectful engagement with local traditions and values. Ultimately, companies that recognize the importance of cultural context and are willing to integrate it into their marketing strategies will have a competitive advantage on the international stage.

D. Kosmovich
Д.Ю. Космович
БГЭУ (Минск)
Научный руководитель А.Ю. Шубович

SOCIAL-CULTURAL ENVIRONMENT OF GLOBAL BUSINESS

Социально-культурная среда международного бизнеса

Every country has its own customs, mentality, living conditions, means of communication, habits and much more. This all forms a certain environment in the life of the country. Especially, this environment is useful to study in order to further have an idea about the sphere of interaction in the foreign market. That is, having studied the socio-cultural environment of another country, a person draws conclusions for himself: to work there or not. The purpose of this paper is to study the various characteristics that, in one way or another, affect doing business in a foreign country.

Social-cultural factors relate to the customs, traditions, values and beliefs of a society that impact people's geste and stations. They determine people's needs, wants and interests, which after form consumer preferences and buying behaviors that influence the business environment and opportunities. In order to illustrate the issue at hand and for a clearer understanding of its essence, it is necessary to give the following examples that convincingly demonstrate the main aspects and key points of this phenomenon, namely:

1. Social Class. Consumers from the lower class need basic necessity products, when the upper class demands more luxurious quality products. Therefore, the need to provide both needs emerges.

2. Subcultures. For example, the division of goods into «gender» products creates the appropriate conditions for the creation of a certain quantity of a certain product, i.e. men work tools, and women, in particular, cosmetics and skin care products.

3. Religion. When a person chooses a religion for himself or herself, there is a need to provide certain goods and services for themselves. For example, companies that produce halal food to cater to the needs of Muslims.

4. Urbanization. Urban shoppers need more comfort goods such as ready-to-eat food, online shopping and so on. Villagers need other things.

5. Lifestyle. Healthy lifestyles lead to an increased demand for organic food, fitness products and so on. In turn, leisure lifestyles drive the tourism and hospitality industry.

6. Education. A person is self-improving throughout his life, which subsequently causes the need for any advanced training courses or developmental lessons in the field of activity.

7. Media. Businesses use the media to promote their products and to keep up with social-cultural development trends.

8. Economic development. New demands arise that enterprises must meet through innovation and new offerings.

In the end, the various characteristics of the social-cultural environment that affect the conduct of global business in one way or another have been considered.

K. Kostyuk, Y. Klishevich
К.Д. Костюк, Я.А. Клишевич
БГЭУ (Минск)
Научный руководитель К.А. Белова

CONFLICTS IN THE RESTAURANT

Конфликты в ресторане

Conflict is an inevitable and healthy part of life.

Each person has a different set of values and beliefs that color his or her perception of the world. Each person also has a different set of goals, desires, and needs.

The study of conflicts helps to identify weaknesses in the work of the cafe, such as insufficient qualification of staff, inconvenient service system, inconsistency of the quality of food and drinks with the expectations of customers. This allows to implement improvements and increase customer satisfaction.

At work, each person may have a different opinion about what needs to be done to solve a problem. Too often people assume that there must be a winner in a conflict. They don't try to find a solution that is satisfactory to everyone. When you handle conflict in a healthy, open way, you often find a better solution.

Conflicts cannot be resolved in the heat of the moment, in between cooking. If you have a conflict that needs to be resolved, arrange to meet at a convenient time when you won't be interrupted or distracted. Never dismiss the conflict in front of customers or guests. Start discussing the problem in an open, positive way.

The most difficult conflicts to resolve are over values and beliefs. For example, two managers may argue about the right way to involve employees in decision making. One may believe that the boss is better at making decisions than asking others' opinions.