

We have arrived at the conclusion that in order to succeed in international business relations of modern times, it is essential to develop cultural intelligence (CQ), associated with the ability to function effectively in culturally diverse settings [3, p. 3]. Our findings underscore the importance of continuous learning and developing CQ for future leaders, positioning it as a cornerstone of success in the globalized business landscape. Leaders who possess such a skill not only bridge the gaps between different cultural perspectives, but also create inclusive environments that promote innovation and mutual respect.

References

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THE SOCIO CULTURAL ENVIRONMENT IN THE INTERNATIONAL BUSINESS

Социально-культурная среда в международном бизнесе

Culture is the system of values, beliefs, customs and attitudes that prevails in a society and determines people's behavior. It plays an important role in people's lives, including their attitudes towards work and business. The socio cultural environment includes language, religion, values, traditions, customs and social norms that influence the behavior and expectations of people in different countries.

Understanding and taking these factors into account helps companies to operate successfully internationally, adapt their products and services and establish effective relationships with customers, partners and employees. When entering the foreign market, it is necessary to study the socio cultural environment of that country in order to make the right decision about the possibility of working there.

The purpose of this work is to examine the impact of the socio cultural environment on the international business.

Several main aspects of the cultural environment can be identified that are important to study before starting to work in another country:

1. Language aspect and communication:

Language plays an important role in international business as it affects people's ability to communicate and carries cultural nuances that may differ from country to country. For example, differences in the interpretation of symbols and non-verbal gestures can lead to misunderstandings. Companies operating internationally often adapt their advertising and documentation to avoid language barriers.

2. Social norms and traditions:

Every culture has its own social norms and traditions that influence how products, services and brands are perceived. Companies should study these aspects in order to offer adapted offers to their customers. For example, the use of food and beverages can vary greatly: in Japan and China, more tea is consumed, while in Europe and the US, more coffee is consumed.

3. Gender and social differences:

Gender and social differences also play an important role in international business. In some countries, certain roles or occupations are traditionally considered masculine or feminine and this affects the marketing and human resource policies of companies. For example, in some Asian countries, women traditionally perform domestic duties and companies adapt their products and advertising to take this aspect into account.

4. Impact of globalization:

The process of globalization facilitates the interaction of different cultures, which on the one hand facilitates international business and on the other hand requires cultural sensitivity. Nowadays, companies are increasingly faced with cross-cultural teams and multicultural customers, and this requires employees to develop intercultural competence. Successful companies do not only respect differences but also utilize them to achieve competitive advantage

5. Cultural factors related to the natural environment of a given country. Geographical environment affects people's physiology, daily life, nutrition, social order, which also affects business and should be the subject of study before entering the international market.

Thus, the factors of socio cultural environment have been considered, which, although not the main content of international business, still have a significant, often determining importance when operating in the foreign market. Taking into account the socio cultural environment is the most important factor of success in the international market. Companies that take into account the culture, language, traditions and social norms of the countries in which they operate can expect more loyal customers, effective business relationships and successful business expansion.