

concepts helps to identify unique features of different cultures and contributes to a deeper understanding of intercultural communication. It is important to note that concepts, being dynamic and multifaceted, require constant analysis and revision in the light of changes in society and culture.

The results of the research can be used in the process of teaching the following disciplines: general linguistics, modern Russian language (lexicology), linguistic analysis of the text; in special courses and special seminars on conceptual analysis; when compiling a dictionary of a particular author; when teaching the construction of a written monological statement.

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THE INFLUENCE OF TRADITIONS AND CUSTOMS ON CUSTOMS ON BUSINESS PRACTICES IN DIFFEERENT COUNTRIES

Влияние традиций и обычаев на ведение бизнеса в разных странах

The aim of this report is to investigate the influence of traditions and customs on business practices in various countries. We seek to understand how cultural characteristics shape business practices and impact communication.

In today's globalized world, traditions and customs have a significant impact on business practices. As companies expand into international markets, understanding cultural nuances becomes essential for success. Culture encompasses the shared beliefs, values, norms, and practices of a group, influencing communication styles, decision-making, and workplace behavior.

Key cultural elements include beliefs and values that guide perceptions and interactions; for instance, individualistic cultures emphasize personal recognition, while collectivist cultures prioritize teamwork. Norms and social practices vary widely, with differing expectations around punctuality that can affect workplace interactions. Communication styles also differ: high-context cultures (like Japan) rely on non-verbal cues, whereas low-context cultures (like the U.S.) prefer direct communication. Decision-making processes are also influenced by culture – hierarchical cultures centralize decision-making, while egalitarian cultures encourage collaboration. Workplace etiquette, including customs related to dress codes and greetings, varies, and recognizing these norms fosters positive relationships.

Traditional customs play a crucial role in shaping business practices, influencing everything from agreements and holiday observances to gift-giving, which strengthens relationships. Cultural awareness is vital for companies operating in a global marketplace. Misunderstandings arising from cultural differences can lead to failed negotiations and

damaged relationships. Companies that understand local customs foster trust, enhancing collaboration and market success.

Cultural awareness is vital for marketing strategies, as a campaign successful in one culture may fail in another without considering local customs, language nuances, and consumer behavior. Advertising imagery and messages must align with local values to enhance customer engagement and loyalty. In Asia, hierarchical business structures and collectivism are common. In Japan, the concept of «wa» (harmony) emphasizes consensus and group decision-making, leading to longer negotiations influenced by seniority. In China, relationship-building (guanxi) is essential, with trust prioritized over immediate business interests. In the Middle East, personal relationships are key; in the UAE, connections often outweigh formal contracts, and meetings typically begin with casual conversations to build rapport. European business practices vary significantly. In North America, especially the U.S., business practices focus on individualism and innovation, encouraging risk-taking and networking. Understanding these regional differences is crucial for foreign entities to navigate the competitive environment effectively.

And, in conclusion, I would like to add that respecting cultural traditions and customs not only contributes to successful business practices. Understanding and appreciating cultural differences can serve as a significant competitive advantage for companies seeking sustainable growth and success in a globalized world.

References

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SOCIAL MEDIA FOR CONSUMER ENGAGEMENT IN INTERNATIONAL MARKETS

Социальные сети для взаимодействия с потребителями на международных рынках

In recent years social media has become essential for global business allowing brands to engage consumers directly across borders. Social platforms like Facebook, Instagram