

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.

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THE IMPACT OF THE SOCIO-CULTURAL ENVIRONMENT ON FOREIGN ENTREPRENEURS IN SOUTH KOREA

Влияние социокультурной среды на иностранных предпринимателей в Южной Корее

South Korea, officially known as the Republic of Korea, is a country that represents an amazing blend of ancient traditions and modern technologies, which has become a key factor in considering it as the most suitable state for research on this topic.

The main goal of our study is to analyze the emerging business relationships between foreign and local entrepreneurs, as well as to determine the role and influence of culture, traditions, customs, and many other components of the socio-cultural environment using South Korea as an example.

South Korea attracts the attention of many foreign investors and entrepreneurs with its innovative technologies. However, all foreigners who decide to start a business in this country eventually encounter certain cultural values and beliefs that may not align or even contradict their own cultural heritage, leading to potential intercultural conflicts. These conflicts are often difficult to resolve because both sides adhere to different beliefs. By studying the social structure of South Korea more closely, we can identify the main points of conflict that foreign entrepreneurs frequently face.

In Korean society, there is a certain cautiousness when investing in foreign companies, as well as a noticeable reluctance to trust foreigners. Even if a foreign entrepreneur presents innovative business ideas, it's customary in Korea to have an intermediary – a person familiar with both parties – who can formally introduce them, acting as an unofficial guarantor of the deal. This approach is commonly applied specifically to foreigners. Additionally, Koreans, due to their traditional morals, tend to emphasize their status and expect the same from their business partners. During personal meetings, Koreans will observe everything carefully, including what car the foreign entrepreneur arrives in and how expensive the watch on their wrist appears. Therefore, in Korea, people often rent expensive bags, watches, and sometimes arrive in very luxurious cars that don't necessarily reflect their actual wealth. Furthermore, it is considered rude in Korea to give a direct refusal, so entrepreneurs should exercise particular caution: even if you receive a positive response, implementing those agreements might still be questionable.

There are numerous cultural differences that can unintentionally shock even in everyday life. For instance, the use of wreaths is not limited to funerals alone; they are also used at weddings, birthdays, and similar occasions.

In conclusion, while analyzing business relations, the role and impact of socio-cultural factors are significant. They vary from one country to another, and although it seems like business is far removed from any traditions or cultures, these elements exert considerable influence on entrepreneurial activities. Knowledge of these factors can lead to positive outcomes, whereas disregarding them can result in negative consequences.

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SOCIAL-CULTURAL ENVIRONMENT OF GLOBAL BUSINESS

Социально-культурная среда международного бизнеса

The dynamic and ever-evolving social-cultural environment plays a pivotal and indispensable role in shaping the landscape of modern businesses. The main purpose of this thesis is to show what the social-cultural environment of business is, what possible threats may arise in it and how to deal with them.

This environment encompasses a broad spectrum of attitudes, behaviors, and values prevalent in society, which are intricately linked to various factors such as population demographics, lifestyle choices, cultural nuances, diverse tastes. Together, these elements create a complex tapestry that defines the social and cultural landscape for business. In this context, understanding the intricate interplay of social-cultural elements becomes crucial,