

understanding and cooperation. Linguistic analysis of these aspects helps companies to develop effective communication strategies, contributing to successful functioning in diverse international business environments.

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THE MODERN ROLE OF WOMEN IN INTERNATIONAL BUSINESS

Современная роль женщин в международном бизнесе

The purpose of this research is to analyse the role of women in international business, identify the barriers they face and assess their impact on economic and social development. The study seeks to understand how women's entrepreneurship contributes to diversity and innovation in business, and how its support can lead to social equality and economic stability.

Our world is increasingly interconnected and progressive, and the role of women in international business is growing and evolving.

Women are breaking down barriers, leading multinational and international companies, driving innovation and technology, participating in company policy development, engaging in business negotiations, becoming representatives of their organisations on the world stage, and teaching others about business, management and marketing.

Surpassing obstacles and change, women are increasingly occupying leadership positions in international business. From CEOs of Forbes-listed companies to founders of successful startups, women leaders are making a visible impact. These trailblazers are not only driving economic development, but also introducing inclusive approaches to doing business.

However, if you ask people to characterise the stereotypical entrepreneur, most of them are likely to describe them as a driven, confident and charismatic man with ambition. However, this perception is outdated.

Women's entrepreneurship is one of the key growth points for small and medium-sized businesses.

It should not go unmentioned that stabilisation of society is not possible without women entrepreneurship.

Women in business bring diversity in the market and different approaches to doing business. The creation of women's businesses also leads to a reduction in unemployment rates and social tensions in society. Over the past decades, women's role in the public, economic and political spheres has changed significantly, becoming more active and significant.

But despite this progress, challenges remain.

Despite their successes, women in international business face significant challenges. According to a study by BSG (Boston Consulting Group), women-led companies generate higher returns – more than twice the return of male-led companies for every dollar invested. However, startups run by women receive significantly less funding.

As for the situation in the Republic of Belarus, the Minister of Economy emphasised that every third entrepreneur is a woman. The percentage of women's involvement in entrepreneurship in Belarus is 36.4 per cent.

Gender bias, limited access to funding and underrepresentation in leadership positions are just some of the challenges they face.

Thus, supporting women's entrepreneurship contributes to breaking down gender stereotypes and removing barriers faced by women in business. This in turn contributes to social justice and equality, a key aspect of a stable society.

As more women break down barriers and assume leadership positions, their contributions will continue to shape the global business landscape. Encouraging and supporting women in international business is not only a matter of fairness, but also a strategic advantage for companies and economies around the world.

The result of the study shows that women in international business contribute to the growth of economic development and innovation. However, they face gender bias, limited access to finance and low representation in leadership positions. Supporting women's entrepreneurship helps reduce unemployment and social tensions.

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STRATEGIES AND TACTICS OF COOPERATIVE SPEECH BEHAVIOR IN ENGLISH CONTRACTUAL DISCOURSE

Стратегии и тактики кооперативного речевого поведения в англоязычном договорном дискурсе

Today, the number of international companies in the world is steadily increasing, and the standards and traditions of English business communication are becoming more