

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,

as businesses strive to connect with their audiences authentically and meaningfully. The social-cultural environment of business is a blend of the social system and people's culture. It consists of several elements:

The first is culture. Culture encompasses the shared beliefs, traditions, and values of a society.

The second is language. Language shapes communication and understanding.

The third are religious beliefs. They influence consumer behaviors and societal norms.

The fourth are social systems. They define relationships, roles, and interactions within a community. Businesses need to understand family dynamics, gender roles, and community structures to tailor their offerings.

Also we could add educational level and social values.

The social-cultural landscape plays a crucial role in shaping business strategies and determining their success. Overlooking these elements can result in misunderstandings, disconnection from the community, and missed chances. Conversely, aligning with the social-cultural framework can bring numerous advantages:

The first is market relevance. Customizing products and services to fit cultural preferences can lead to greater consumer acceptance and relevance in the market.

The second is brand loyalty. Honoring local traditions and values builds brand loyalty and fosters enduring relationships with customers.

The third is innovation. Welcoming a variety of viewpoints stimulates innovation and helps create new solutions that cater to societal needs.

The fourth is public perception. Engaging with social values can enhance a company's reputation, attracting consumers who are socially aware.

The fifth is business sustainability. Grasping demographic changes allows businesses to predict evolving demands and maintain sustainability in the long run.

The sixth is global expansion. A thorough understanding of social-cultural details is essential for successful international growth and operations.

The seventh is competitive advantage. Firms that adeptly navigate the social-cultural environment can secure a competitive advantage by more effectively addressing the needs of their customers.

While social-cultural elements can bring numerous advantages to companies, they also pose certain risks. Organizations inevitably strive to mitigate these threats or, at the very least, lessen their effects. Here are essential methods to counteract these challenges:

The first method is cultural awareness training. Offer training sessions that help employees appreciate diverse cultures and their specific traits. This equips them to engage respectfully with a variety of customers, thus minimizing the chances of misunderstandings or cultural faux pas.

The second is customized marketing. Adjust marketing strategies to fit local traditions, values, and customs. This approach ensures that promotional messages resonate well with different cultural demographics, thereby boosting customer interaction and brand loyalty.

The third is diverse product development. Create products that cater to a spectrum of cultural preferences and requirements. By integrating various cultural considerations into the design process, companies can produce items that attract a broader customer base.

The fourth are community collaborations. Partner with local entities, influencers, or organizations familiar with the social-cultural environment. This collaboration helps businesses navigate cultural complexities, acquire valuable insights, and strengthen ties within the community.

The fifth commitment to ethical practices. Adopt approaches that mirror the values of the surrounding society. Participate in socially responsible efforts that tackle community issues, showcasing a dedication to the well-being of society that extends beyond mere profit.

In conclusion, it can be said that the social-cultural environment of international business plays a key role in determining the success and sustainability of companies in the global arena. Understanding cultural differences, local rules and traditions allows a business to more effectively adapt to new markets.

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EL ANÁLISIS COMPARATIVO DE LOS HUERTOS URBANOS EN BRASIL Y MEXICO

Сравнительный анализ городских садов Бразилии и Мексики

El fenómeno de los huertos urbanos es la interacción entre la biodiversidad citadina y la producción de alimentos. Estos huertos tienen la peculiaridad de ser espacios dentro de entornos urbanos donde se cultivan frutas, verduras y plantas diversas. Es un asunto que demuestra la capacidad de integrar la agricultura en estos ambientes de manera armoniosa. Ellos mejoran la calidad de vida y favorecen a la sociedad en varias esferas: la economía, la ecología, la salud y la cultura. Su crecimiento y desarrollo es esencial para construir un futuro más sostenible de la ciudad.

El objetivo del estudio es comparar los huertos urbanos de Brasil y México e identificar sus características claves en las esferas económicas, sociales y ecológicas.