

Секция 2

СОЦИАЛЬНО-КУЛЬТУРНАЯ СРЕДА МЕЖДУНАРОДНОГО БИЗНЕСА

АНГЛИЙСКИЙ ЯЗЫК

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ETHICS AND VALUES IN INTERNATIONAL BUSINESS COMMUNICATIONS

Этика и ценности в международных деловых коммуникациях

The aim of this study is to critically examine the role of ethics and values in shaping international business communications, with a focus on how cultural diversity, corporate responsibility, and ethical standards influence communication practices, decision-making processes, and the development of trust in global business environments.

In the contemporary globalized economy, ethical standards and core values have become indispensable elements of international business communication. As enterprises increasingly operate across national and cultural boundaries, communication transcends mere information exchange – it becomes the cornerstone of mutual trust, effective collaboration, and sustainable development. Principles such as openness, equity, and

responsibility serve as guiding norms for corporate interactions with clients, partners, and other stakeholders, fostering relationships grounded in integrity and mutual respect.

Simultaneously, the influence of values on communication practices is profound, particularly within culturally diverse environments. Embracing cultural plurality enables organizations to manage cross-cultural nuances with greater sensitivity. Upholding integrity reinforces brand reputation by maintaining consistent ethical behavior across various markets, while a commitment to sustainability reflects long-term accountability in both ecological and societal spheres.

Nevertheless, global business communication is fraught with challenges. Linguistic barriers, divergent communication styles, and differing interpretations of non-verbal signals often lead to miscommunication or conflict. Ethical tensions may also arise when commercial objectives clash with moral imperatives, especially in areas such as advertising, negotiation, or corporate governance. Moreover, the rapid evolution of digital technologies, while enhancing communication efficiency, has introduced complex issues related to data privacy, cybersecurity, and ethical technology use.

To effectively navigate these complexities, companies must integrate ethical considerations and value-driven approaches into their communication frameworks. This entails the development of comprehensive ethical guidelines, investment in intercultural competence training, promotion of inclusive dialogue, and alignment of communication strategies with broader corporate social responsibility initiatives.

In conclusion, ethics and values are not peripheral concerns but essential pillars of international business communication. By embedding respect, transparency, and ethical accountability into every communicative act, organizations can cultivate resilient partnerships, foster intercultural synergy, and contribute meaningfully to a more equitable and sustainable global business environment.

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WHY COMPANIES ENGAGE IN CHARITY

Почему компании занимаются благотворительностью

Charity has traditionally been perceived as a personal initiative, yet in recent decades, more and more companies have become actively involved in socially significant projects. For businesses, participation in charity is a way to strengthen their reputation and increase trust among clients, partners, and society as a whole.

This study aims to explore the underlying motivations that drive companies to engage in charitable activities, assess the strategic significance of corporate philanthropy, and