

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.

E. Antanovich

Е. О. Антанович

БГТУ (Минск)

Научный руководитель А. Ф. Круталевич

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

examine how such initiatives contribute to long-term business sustainability. Reputation is one of the key intangible assets of any company. In an era of informational transparency, charitable activities help shape a positive public image. Consumers increasingly prefer the products and services of brands that demonstrate social responsibility, and studies show that many are even willing to pay more for such goods.

Charitable activity helps companies stand out in the market, attract motivated employees, and develop a corporate culture based on values of mutual assistance and care for others. Moreover, participation in social initiatives can bring indirect economic benefits – from tax incentives to long-term business sustainability through investments in education, healthcare, and community development.

For example, Joint-Stock Company Mobile TeleSystems has long taken an active social position and contributes to various charitable organizations and projects – often together with its subscribers. The most well-known direction is assistance to children, focused on their health and development. As part of the «Help Children» program, the fund organizes fundraising for the treatment of children with severe diseases such as oncology, cardiology, and neurosurgery. The company also supports talented children and educational initiatives by organizing the national television contest «I Know!» and helping children's art schools and theater studios acquire instruments and equipment.

MTS pays significant attention to supporting culture and historical heritage. The MTS LIVE series of free large-scale concerts and the City Online project, which creates virtual 3D tours of Belarusian museums, are vivid examples. Thanks to such initiatives, the company positions itself not just as a telecom operator, but as a socially responsible organization contributing to the quality of life in Belarus.

These initiatives show that charity is not limited to one-time acts of assistance – it can become a sustainable line of activity that contributes to public health and the development of civil society. For businesses, participation in social projects becomes a factor in long-term economic development and a source of competitive advantage. Charity in modern business is not merely an act of goodwill but a conscious strategy for sustainable development that unites moral, social, and economic objectives.

There are more than 150,000 legal entities in Belarus, including both state-owned and private companies. Large enterprises such as MTS, Belagroprombank, Belarusneft, and Beltelikom demonstrate a strong commitment to social and charitable initiatives. Medium-sized businesses also actively participate in charity work, primarily through local projects such as supporting schools, orphanages, and environmental initiatives. Small businesses tend to engage in charity on a sporadic basis, often through one-time donations or volunteer efforts.

As the result of the study, it can be concluded that corporate philanthropy in Belarus is gradually becoming systemic, becoming an important element of sustainable development and business social responsibility. Large companies demonstrate a mature approach to supporting socially significant initiatives, while medium and small businesses increasingly engage in local projects that strengthen social ties. Despite the lack of

centralized statistics, there is a positive trend in the involvement of the entrepreneurial sector in philanthropy, indicating the formation of a new business culture where social mission becomes part of corporate strategy.

M. Belevich, M. Grekova
М. В. Белевич, М. И. Грекова
БГУ (Минск)

Научный руководитель Е. А. Чудинова

EXPECTATIONS AND VALUE ORIENTATION OF GENERATION Z IN CORPORATE CULTURE

Ожидания и ценностные ориентации поколения Z в корпоративной культуре

As organizations adapt to accelerating digital change, the expectations and values of Generation Z increasingly influence how corporate culture is formed and maintained. This shift raises important questions about what young employees seek in the workplace and how companies can respond.

Corporate culture, interacting with the characteristics of different generations of employees, acts both as a system of norms and symbols and as a space for reconciling differences. In conditions where the workforce is becoming intergenerational, companies are forced to take into account the diversity of values, perceptions and forms of interaction among employees.

The aim of this work is to study value orientations, motivational attitudes and expectations of Generation Z in the context of corporate culture, as well as to identify which elements of the working environment young employees consider most important.

Generation Z is the first generation of «digital natives» as their ideas about work were formed in conditions of permanent access to information, fast communications and high social mobility. They tend to make decisions faster, focus on the meaning and usefulness of activities, and prefer a working environment with clear rules and effective tools for interaction. If the corporate culture does not meet their expectations, it leads to a decrease in engagement, rapid staff turnover, decreased efficiency and deterioration of communications within the team.

A survey was conducted among students aged 18 to 25 to find out their opinion on corporate culture. Almost half of respondents (45.5 %) are already employed, while the other half are either unemployed or actively seeking a workplace. 52.9 % of respondents who are employed are satisfied with the corporate culture in their company, while the rest are dissatisfied or found it difficult to answer. Respondents considered high salaries, flexible schedules, and the possibility of remote work to be the most critical factors when choosing a job, as well as work-life balance and the opportunity to do things they enjoy. 77.2 % of students consider it essential to have clear rules and standards of corporate behaviour.