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THE IMPACT OF SOCIOCULTURAL VALUES ON INTERNATIONAL MARKETING

Влияние социокультурных ценностей на международный маркетинг

The modern world, where IT, telecommunications, and transportation are rapidly shrinking distances, is experiencing global changes that affect not only social structures but also cultural values. However, despite the possibility of creating «global» products, a «global» person does not exist. Cultural differences between peoples are significant and cannot be completely overcome by technology. Therefore, as globalization accelerates, researchers and marketers must pay special attention to the specifics of local cultures to effectively operate in different markets.

Our goal is to examine the influence of sociocultural values on international marketing using the example of a new large-scale cultural project in Egypt. The Grand Egyptian Museum (GEM), located in the suburbs of Cairo, opened its doors after a long construction period that began in 2005 and cost \$1 billion. The idea of building a new museum that brings together the history of Egypt was realized thanks to international funding. The project covers 24,000 square meters and showcases an impressive collection of artifacts from the ancient civilization. A special feature is the museum's 5,000 objects from Tutankhamun's tomb, which will be on display in their entirety for the first time since their discovery. The museum's opening attracted the attention of world leaders and royalty. By 2032, GEM is expected to welcome up to 30 million visitors annually, reflecting high expectations for its contribution to the country's economy. Let's justify the marketing opportunities for project development.

Marketing Impact: Rather than simply offering «entertainment» or «relaxation», marketing should position the museum as a «journey to the roots of civilization». Particular attention should be given to the complete collection of Tutankhamun's treasures, presented in a single location for the first time.

Adaptation of content to local realities (glocalization). It is necessary to create a unified global image of the museum, dubbed «GEM – Cradle of Civilization», and then adapt its content for each specific market. For Europeans, the emphasis could be on historical continuity and art; for Asians, on the skill of craftsmen and engineering achievements; and for American audiences, on scale, innovation, and a spirit of adventure. The translation of materials and audio guides should take into account cultural nuances.

Digital engagement and building anticipation. Offering virtual 3D tours, allowing potential guests from around the world to experience the exhibition in advance,

is worthwhile. Active use of popular social platforms (TikTok, Instagram) with memorable videos telling the stories of individual exhibits («The Story of an Object») will help establish an emotional connection with the audience and increase their interest.

Creating a recognizable character and a captivating plot. Pharaoh Tutankhamun could become the central figure of marketing campaigns, portraying him not simply as a historical figure but as the star of a detective drama series. A «discovery diary» format could be used, with «Howard Carter» sharing his discoveries in real time via social media, immersing viewers in the events of a century ago.

Partnerships and branding. Collaborating with renowned global brands to release exclusive collections with ancient Egyptian themes. This will generate additional revenue and serve as a cross-marketing.

Event-marketing and targeting. Hosting theme nights («Cleopatra's Night» with lectures on ancient Egyptian fashion), world music concerts, special programs for families with children (quests) and history buffs (meetings with leading Egyptologists) could be an option. This could transform a one-time visit into a regular event.

The key factor will be building long-term relationships with the audience through personalized content, interactive formats, and community building around the «GEM – Cradle of Civilization» brand.

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LABOR INTEGRATION OF VULNERABLE SOCIAL GROUPS INTO INTERNATIONAL BUSINESS

Трудовая интеграция уязвимых социальных групп в международный бизнес

This study aims to critically examine the strategies, challenges, and economic impacts of integrating vulnerable social groups into the workforce of multinational corporations. In an era defined by globalization and interconnected economies, the concept of corporate social responsibility has evolved from a peripheral concern to a central tenet of sustainable business strategy. Among the most pressing and transformative aspects of this evolution is the labor integration of vulnerable social groups into international business. This process extends far beyond mere legal compliance or charitable acts; it represents a profound opportunity to harness untapped talent, foster innovation, and build more resilient and inclusive global supply chains. Vulnerable groups, including individuals with disabilities, refugees and displaced persons, long-term unemployed youth, and ethnic minorities, often face significant barriers to meaningful employment, such as