A partnership with micro-influencers is a tool that requires some financial investments, but is equally effective. Collaborating with micro-influencers (1-100K subscribers) is an effective strategy despite financial costs. These influencers have high trust among their niche audiences, such as vegan bakers or young moms, resulting in higher engagement. Collaborations can be barter-based with free products for reviews or monetized through posts with monetary rewards. An affiliate program is common, offering influencers unique links or promo codes for discounts, earning them a percentage of sales, while brands gain new customers.

Why is UGC advertising such an effective means of influence on the modern market? The answer lies in the fact that it is based on peer-to-peer model, where people trust information received from their peers in status, experience or interests more than from officials, experts or organizations. We automatically treat brand advertising critically and question the accuracy of this information, but at the same time, user-generated content is seen as genuine advice or warnings, fostering trust.

In conclusion, UGC is a crucial element of digital marketing, driving engagement through authentic customer experiences. Brands promote UGC by encouraging sharing, reposting content, and collaborating with micro-influencers. This peer-to-peer model bypasses advertising skepticism, providing reliable information and transforming consumer interactions with brands.

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BUSINESS WITHOUT BORDERS: SOCIAL AND CULTURAL TRENDS IN THE INTERNATIONAL ENVIRONMENT

Бизнес без границ: социально-культурные тренды в международной среде

This article aims to explore the pivotal social and cultural trends shaping the landscape of international business, analyzing how globalization, cultural intelligence, and evolving workforce dynamics influence corporate strategies in a borderless economy. It seeks to offer insights into how businesses can successfully navigate cultural diversity and societal changes to maintain competitiveness and foster sustainable growth in the global market.

In today's globalized economy, businesses increasingly operate beyond national boundaries, interacting with diverse cultures and societies. This phenomenon, often called «business without borders», has brought new opportunities and challenges rooted in social and cultural dynamics. Understanding these trends is critical for companies seeking success in the international environment.

Social and cultural factors shape how businesses operate across countries. One major trend is the increasing emphasis on cultural intelligence – the ability to recognize, understand, and adapt to different cultural norms and values. Companies that invest in cultural awareness tend to foster better communication, negotiation, and partnership development with international stakeholders (Earley & Ang, 2003).

Globalization has intensified cross-cultural exchanges, resulting in hybrid cultures especially in metropolitan business hubs. This hybridity impacts consumer preferences, management styles, and workplace interactions. For example, younger generations, often referred to as digital natives, prioritize ethical business practices, diversity, and social responsibility – values that transcend traditional national business models (Hofstede, 2011; Schwartz, 2006).

Language diversity is another consideration. While English remains the lingua franca of international business, companies face the need for multilingual communication and localization strategies to build trust and accessibility in various markets. Digital technology facilitates these efforts but also demands cultural sensitivity in messaging to avoid misunderstandings. Social trends such as remote work and digital connectivity reshape organizational culture. Businesses rely increasingly on virtual teams scattered globally, demanding flexibility and new approaches to leadership and collaboration. These shifts challenge hierarchical and rigid cultural frameworks and promote inclusivity but also require robust conflict resolution systems tailored to multicultural teams (Maznevski & Chudoba, 2000).

Ethical considerations and corporate social responsibility (CSR) have become indispensable in the global environment. Cultural contexts strongly influence perceptions of CSR, requiring firms to align global standards with local expectations. For instance, environmental sustainability practices might resonate differently across societies with varying regulatory and cultural backgrounds (Donaldson & Dunfee, 1999). Workplace transformation is another defining trend. Remote and hybrid work models have solidified into the «new normal», prompting companies to rethink management, productivity metrics, and employee engagement (Meyer, 2014).

In conclusion, the concept of «business without borders» transcends mere operational globalization; it encapsulates a profound transformation in social and cultural paradigms. Success in the international environment hinges on cultivating cultural intelligence, embracing technological innovation, and embedding sustainability into the core business ethos. Businesses that strategically integrate these dimensions will not only adapt to but also shape the future of global commerce. This journey is as much about redefining corporate identity and responsibility as it is about economic opportunity, demanding from leaders a holistic vision and an empathetic approach to global citizenship.