

change their menu for each country. In India, they sell the McCurry Pan. In Japan, they sell the Teriyaki Burger. They also use local culture in their ads, like celebrities and humor, to connect with people.

Many examples show these problems. Walmart left Germany because they did not understand what customers wanted. Germans care more about quality than low prices. Walmart also had issues with German labor laws and their style of service, like demanding employees smile. Home Depot failed in China because they thought people would want to do home repairs themselves. Nevertheless, most Chinese prefer to hire workers. Best Buy could not compete in Europe because local stores had better products and prices.

Coping Strategies: Market research (analysis of cultural, economic, political aspects), product and marketing localization, staff training, building partnerships, flexibility, adaptability, and establishing long-term connections.

Thus, cultural shock is a serious but surmountable obstacle on the path to global success. Investments in research, localization, staff training, and building partnerships help minimize risks.

A. Kienua, A. Yermacovich
А. А. Киеня, А. И. Ермакович
БГТУ (Минск)

Научный руководитель А. В. Коньшева

THE INFLUENCE OF SOCIAL MEDIA AND DIGITAL CULTURE ON INTERNATIONAL BUSINESS

Влияние социальных сетей и цифровой культуры на международный бизнес

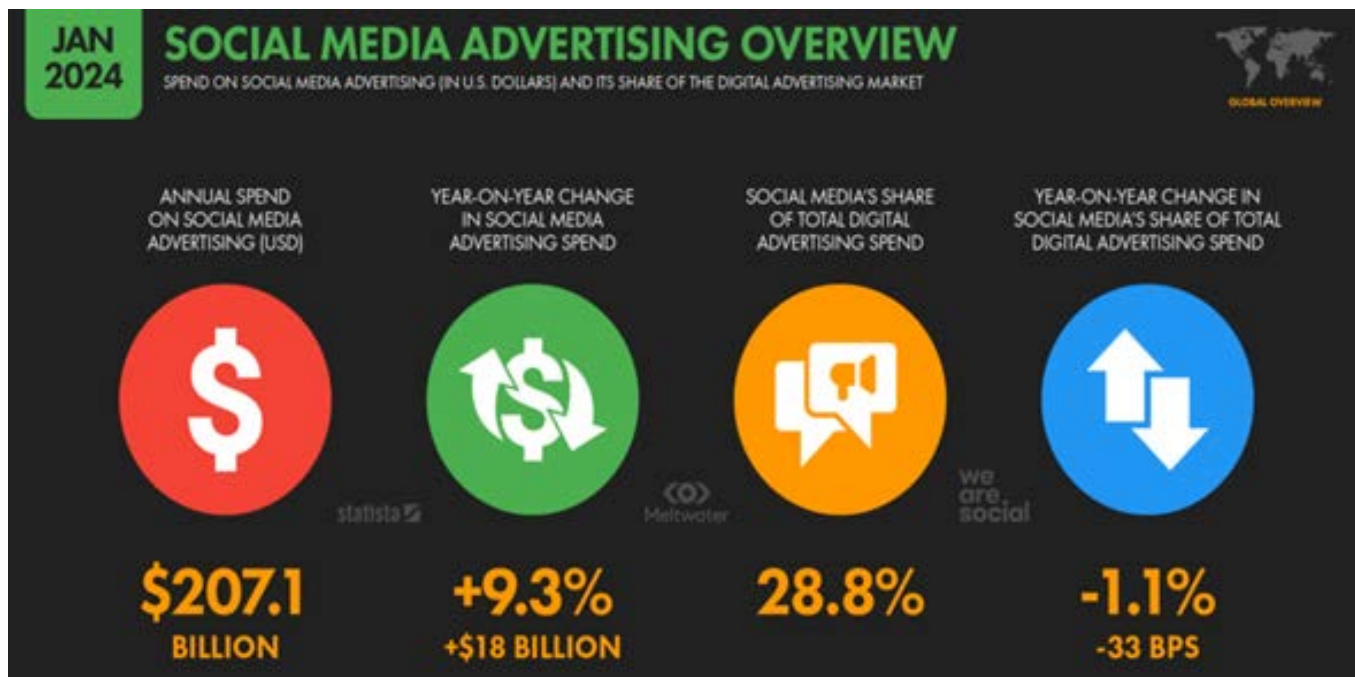
Nowadays, social media has profoundly changed the global business environment, accelerating the pace and scope of how companies communicate, market, collaborate, and expand across borders. Digital platforms have erased many traditional barriers such as geography and time zones, enabling companies to engage worldwide audiences instantly and at a scale previously unimaginable.

The purpose of this article is to explain how social media and digital culture transform international business, by reshaping communication, marketing, collaboration, and organizational dynamics.

Social media platforms like Instagram, Twitter, and TikTok enable businesses to craft targeted campaigns for culturally diverse audiences. With the latest research from GWI revealing that the «typical» social media user now spends 2 hours and 23 minutes per day using social media. Through advanced analytics and AI-driven insights offered on these platforms, companies gain real-time data on customer behavior, preferences, sentiment, and emerging trends, which informs product innovation, pricing, and promotional tactics.

The latest data show that global marketers invested approximately USD \$720 billion in digital advertising during 2023, marking a significant increase of over 10 % compared to the previous year. According to Statista, this expenditure has witnessed exponential growth over the last five years, surpassing double its value since 2018 and reaching nearly 117 % of the spending recorded then.

Overall, social media advertising investments in 2023 saw a 9.3 % increase year-over-year, totaling USD \$207 billion. Specifically, paid social media ads represented 28.8 % of all digital advertising expenditures, marking a 1.1 percentage point reduction from the previous year's figures.



Analytical information on the social media advertising of the Statista in 2024

Digital collaboration tools like Microsoft Teams, Zoom, and cloud-based project management platforms enable multinational companies to operate more flexibly and agilely. These tools support synchronous and asynchronous work across continents, reducing friction and fostering cross-cultural collaboration that drives innovation and problem-solving.

Social media and digital culture offer significant advantages but also increase risks for international businesses, including data breaches, privacy issues, and complex regulatory compliance across varying global laws. For example, the EU's GDPR enforces strict data handling unlike regulations in the US or Asia. To protect customer data and brand integrity, companies must invest heavily in cybersecurity infrastructure and strong governance frameworks.

Social media and digital culture are reshaping international business by transforming communication, marketing, and organizational behaviors. Companies that embrace digital values and integrate social media strategies achieve greater innovation, customer engagement, and global expansion.