

Large international companies often try to adapt their marketing strategies, communication approach, and styles of working to best fit the local culture, values, and preferences. These well-planned strategies can help them grow steadily and stay strong and competitive in global market.

Drawing conclusions from the research, we can state that key aspects include language differences, religious practice, social norms and attitudes consensus, whereas individual cultures emphasize personal achievement and independence. Recognizing and respecting cultural diversity fosters better collaboration, facilitates market entry and contributes to sustainable international growth.

D. Murygina

Д. Д. Мuryгина

БГЭУ (Минск)

Научный руководитель Е. В. Климук

BUILDING TRUST, NOT JUST BUILDINGS: THE ROLE OF RELATIONSHIP MANAGEMENT IN REAL ESTATE ACROSS CULTURES

Создавая доверие, а не просто здания: роль управления отношениями в сфере недвижимости в разных культурах

In the international real estate market where transactions involve large investments and long-term commitments the ability to build trust between cultures is becoming a critical success factor. The research aims to identify and analyze key cross-cultural relationship management strategies in international real estate developing a theoretical framework for building sustainable business relationships between partners from diverse cultural backgrounds.

The main challenge for professionals is not to evaluate objects but to navigate the complex socio-cultural landscape that defines how trust is created and maintained in different contexts. The research presents some features of building relationships and managing them in the field of international real estate:

1. Approaches «task first» and «relationship first». In cultures such as China, the Middle East and Latin America establishing a personal connection is the initial and crucial stage of negotiation. On the contrary, specialists from business cultures such as the USA, Germany or Switzerland should understand that what they consider to be «small talk» or time-consuming rituals is actually a strategic investment in the formation of social capital for other cultures. The ability to build relationships through sharing meals, discussing family and showing interest in local traditions is turning from a peripheral skill into a key professional competence.

2. Ways to express trust. It varies significantly between high-context and low-context cultures. In environments like Japan or Korea trust develops through subtle non-verbal

signs, implicit understanding and maintaining harmony where directness can signal distrust. At the same time in low-context cultures such as the United States trust is built through explicit communication, clear promises and straightforwardness where ambiguity generates suspicion.

3. The concept of saving «face». It also turns out to be a crucial element in many Asian, Middle Eastern and European cultures. Causing embarrassment through public criticism, harsh disagreement or disrespectful behavior causes unremovable damage to business relationships.

Based on the information researched the conclusion is as follows: these 3 patterns allow us to predict the behavior of business partners from different cultures around the world and build strong business relations with any partners regardless of culture. Finally, it is the quality of intercultural relations that determines success in international real estate making relationship management the most valuable competitive advantage in a globalized market.

References

1. Intercultural communication – Introductions in professional communications // Open Library Publishing Platform. – URL: <https://ecampusontario.pressbooks.pub/professionalcomms/chapter/7-5-intercultural-communication/> (date of access: 12.11.2025).

2. *Meyer, E.* The Culture Map: Breaking Through the Invisible Boundaries of Global Business / E. Meyer // Erin Meyer. – URL: <https://erinmeyer.com/books/the-culture-map/> (date of access: 12.11.2025).

V. Novik

В. А. Новик

БНТУ (Минск)

Научный руководитель Г. В. Прибыльская

LOCALIZATION IN INTERNATIONAL MARKETING: CULTURAL ADAPTATION AND IDENTITY AS KEYS TO GLOBAL SUCCESS

Локализация в международном маркетинге: культурная адаптация как ключ к глобальному успеху

International business operates within a complex socio-cultural environment where consumer behavior is shaped not only by economic factors but also by cultural identity, values and traditions. Identity is a powerful marker of belonging, and consumers often expect brands to respect and reflect their cultural uniqueness. As companies expand globally, they face the challenge of reconciling standardized brand identity with localized consumer expectations. Localization in marketing emerges as a critical strategy to bridge