

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.

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## **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

this gap, ensuring that products and messages resonate with local audiences while maintaining global coherence.

The aim of this study is to examine how cultural identity influences consumer behaviour in the context of globalization and to analyse the role of localization strategies in international marketing. Specifically, the research seeks to identify how languages, symbolism, product adaptation and cultural sensitivity contribute to building consumer trust and loyalty, while ensuring coherence of global brand identity.

Cross-cultural management theories provide a foundation for understanding localization. Hofstede's cultural dimensions, Hall's high- and low-context communication framework and Trompenaars' cultural typologies emphasize the diversity of consumer perceptions across societies. Beyond these dimensions, identity theory highlights how individuals define themselves through cultural heritage, language and traditions. Stuart Hall argued that identity is not fixed but rather a «production» that is always in process, shaped by history, culture and power relations Google Books +5. Ignoring identity can result in alienation, while acknowledging it strengthens consumer trust.

Localization encompasses several dimensions:

- **Language and identity:** Translation is not merely linguistic but cultural. Slogans, product names and advertising messages must reflect local identity. For example, Coca-Cola adapts its slogans to align with local idioms and emotional appeals, reinforcing a sense of belonging.

- **Visual and symbolic identity:** Colors, images and symbols carry identity markers. McDonald's adapts its menu and advertising visuals to reflect local food preferences and cultural aesthetics, such as vegetarian options in India, which affirm national identity.

- **Product customization:** Companies modify products to meet local tastes and lifestyles. IKEA adjusts furniture sizes and designs to fit smaller apartments in Asian cities, while Netflix curates region-specific content that reflects local storytelling traditions and identity.

- **Cultural sensitivity in campaigns:** Marketing must respect religious practices, holidays and taboos, which are integral to identity. For instance, campaigns in Muslim-majority countries avoid imagery that contradicts Islamic values, thereby affirming cultural identity.

Localization is not a one-time adjustment but an ongoing process requiring cultural intelligence, market research and sensitivity to identity. Companies must invest in intercultural training, employ local experts and integrate identity awareness into their corporate strategies. Digital globalization intensifies the need for nuanced localization, as social media amplifies both successes and failures across borders. Respecting identity is not only ethical but also strategic, as it fosters loyalty and emotional connection.

Localization in international marketing is a decisive factor for global success. By adapting language, visuals, products and campaigns to local cultural contexts and identities, companies can build trust, enhance consumer loyalty and avoid costly missteps. In a globalized economy where cultural diversity and identity remain defining features, localization is not merely a marketing tactic but a strategic imperative.

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## **THE ROLE OF GENDER EQUALITY IN THE SUCCESS OF INTERNATIONAL COMPANIES**

### **Роль гендерного равенства в успехе международных компаний**

In the modern competitive landscape, gender equality is no longer just an ethical issue but a strategic imperative for companies seeking sustainable advantages. While innovation and efficiency remain crucial, human capital and diversity are now key differentiators. This article explores the direct link between gender-balanced leadership and improved corporate financial performance and innovation, addressing the skepticism that still exists despite growing evidence of its benefits.

Empirical research indicates that companies with gender-diverse leadership exhibit higher profitability and innovation rates. McKinsey & Company reports that organizations with gender-balanced boards are 25 % more likely to outperform market averages [1]. Additionally, the Peterson Institute for International Economics found a 15 % increase in net profit as the proportion of women in management rose from 0 % to 30 %.

Gender equality offers significant economic advantages, including the attraction and retention of highly qualified talent, particularly in sectors experiencing labor shortages. Diverse perspectives stimulate the generation of novel ideas and innovative solutions, enhance customer understanding, and improve decision-making processes. Studies show that women control up to 80 % of consumer purchasing decisions, making gender diversity in leadership crucial for understanding market needs.

Moreover, gender-balanced boards make more informed and long-term decisions, reducing risks and promoting sustainable development. This is essential in an era characterized by increasing environmental and social responsibility expectations.

Despite the evident benefits, women remain underrepresented in top management positions. This disparity can be attributed to several barriers.