

Reference

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FEATURES OF A BUSINESS CONVERSATION IN WORLD'S CULTURES

Особенности деловой беседы в культурах мира

Today, international cooperation is rapidly expanding, covering all areas of people's lives. When organizing and conducting business meetings, it is often necessary to overcome the challenges of language diversity and the need to consider the nuances of communication between representatives of different cultures. The norms of conducting foreign negotiations involve certain principles that vary according to the cultural and national characteristics of the parties. In this study, we will analyze the differences and features of conducting business negotiations with representatives of different cultures and identify the main rules that should be followed when talking with a particular nationality.

English and American entrepreneurs are characterized by a situational approach. They always look at the situation and, depending on the situation, change the course of the negotiation process. They approach negotiations in a commercial manner, with a strong emphasis on pragmatism. They believe that the best solution can be found based on the position of the negotiators themselves. At the same time, they are quite flexible and willing to respond to the initiative of the opposing party. This allows them to act boldly.

A business meeting in countries like India usually begins with a brief and light handshake. They usually try to establish a connection through a third party. This adds credibility to your character, as Indians prefer to get to know someone well before engaging in business transactions. Arrange the meeting in writing one or two months in advance. Confirm your intentions and make sure that it hasn't been canceled at the last minute. Maintain an introductory conversation. This is a common occurrence, and don't be surprised if you don't discuss business matters during the first meeting.

Japanese people do not stand out in their clothing. The style of clothing and appearance in the Japanese business world is very conservative. When dealing with Japanese businessmen, a suit and tie are mandatory. It is not polite to immediately sit

down at the negotiating table. You should wait for the other person to indicate where you should sit. Additionally, if an honored guest enters during the negotiations, everyone should stand up and greet them with a nod. During negotiations, it is not necessary to put pressure on your partners or threaten them. These methods are not effective in Japan. Japanese people will only make concessions if they are mutual.

The Chinese tend to prolong, to delay the negotiation process. It is necessary to think in advance about what concessions you are ready to make. A lot of time and effort in the coordination of various issues takes the huge bureaucratic apparatus of China. Your position or rank is important for doing business in China. Therefore, in the case of negotiations at a fairly high level, it is preferable to go to the head of the company, rather than to the deputy or assistant. The Chinese quite often resort to flattery, in every possible way praising the merits and positive aspects of a potential partner. Don't go along with them and make concessions.

It was also found that the group of Asian countries discussed in this article has many similarities, as does the group of Western European countries, which indicates that territorial proximity is important, but cultural values differ in some aspects.

This study examines the main cultural values of different countries that should be taken into account during business negotiations. In conclusion, it should be noted that businesspeople should pay great attention to the specific features of different countries when preparing for negotiations. Negligence in this matter can lead to a failed deal or broken relationships.

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THE INFLUENCE OF THE SOCIO-CULTURAL ENVIRONMENT ON THE ACTIVITIES OF INTERNATIONAL COMPANIES

Влияние социокультурной среды на деятельность международных компаний

To run a successful business, especially on the global stage, you need to be attentive to your foreign colleagues and take into account the peculiarities and traditions of the country whose residents you interact with.

The goals of the research are analyze the impact of sociocultural factors on core business functions and draw a conclusion about the importance of sociocultural factors in business.

To begin with, the sociocultural environment of international business is a combination of various factors that influence the success of doing business in different