

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.

**V. Filippova**

**В. Ю. Филиппова**

БГЭУ (Минск)

*Научный руководитель Е. Ю. Белозёрова*

## **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

countries. Understanding this environment is crucial for success in the international arena. Mistakes in this area can lead to enormous financial losses. What does this list include?

Culture, namely a system of values, beliefs, and traditions. First, language and communication: verbal and nonverbal (gestures, distance, eye contact). Second, religion: influences consumer behavior, workdays, holidays, dietary preferences (halal, kosher), and attitudes toward credit (Islamic banking). For example, Islamic banking is a system of financial services based on the principles of Islamic law, which prohibits interest and investments in prohibited areas such as the production of alcohol, weapons, and pork, as well as gambling. Third, values and attitudes: attitudes toward time, age, gender roles, individualism or collectivism. Fourth, customs and traditions: rules for negotiating, gift-giving, and dress code.

Social structure is also important. For example, social classes and stratification: the presence of castes, classes, and the influence of family and background on career. Family values: the role of family in decision-making, family structure. Moreover, social mobility: the ability to change one's social status.

Important factors include demographics, education, and literacy. Population size and growth are important factors to assess the potential market size. Age structure can vary, for example, with aging populations in Europe and Japan or a young population in Africa. Urbanization is an indicator of the level and rate of urban population growth. In addition, migration, including migrant workers and refugees. Literacy levels help determine marketing methods and the complexity of regulations. The quality of the education system provides information about the availability of skilled labor, engineers, and managers. Vocational training demonstrates the wide range of specific skills available.

Negotiating. It determines protocol, the speed of decision-making, and the importance of personal relationships. For example, in Arab countries, negotiations often begin with long, casual conversations to establish trust. Meanwhile, in Germany, they get straight to the point.

Another important element is product strategy. It requires product adaptation to local tastes, sizes, and religious and cultural norms.

In conclusion, it can be said that the socio-cultural environment is a powerful factor that cannot be ignored. Success in international business is achieved not only through product quality, value proposition, or price, but also through a deep understanding and respect for local specifics. Modern global companies must be glocal – that is, think globally but act locally, finding a balance between global brand standards and local cultural expectations.