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FEATURES OF BUSINESS MANAGEMENT IN COUNTRIES AND REGIONS OF THE WORLD

Особенности ведения бизнеса в странах и регионах мира

Managing a business, both domestically and internationally, requires a comprehensive understanding not only of general economic rules but also of the cultural, territorial, legislative, and regulatory specifics of each region and country.

The purpose of this article is to analyze the specifics of doing business in various regions of the world (e.g., Asia, the Middle East, Europe, and North America), which, in turn, allows us to identify the distinctive features of the business environment characteristic of each.

Looking at East Asia using Japan, the third-largest economy in the world and distinguished by its access to high-tech markets, as an example, we can see how business culture is rooted in tradition and long-term relationships between partners. Punctuality, bowing, and exchanging business cards are the foundations of business etiquette in Japan. Singapore, located in Southeast Asia, is a significant financial hub with a developed market economy and high competitiveness, underscoring the importance of efficiency and efficiency in the country's business culture. Business etiquette is the formal rules of negotiation [1].

Developed countries in the Middle East are open to innovation and new technologies, but doing business there is inextricably intertwined with religious beliefs and traditions. Arabs and Muslims carefully scrutinize potential local partners and test their knowledge of local customs and religious norms. Negotiations are conducted only in person, and bargaining is an essential part of cultural interaction [2].

Let's take a look at Europe through the lens of Germany and Poland. Germany is well known for its economic stability, highly qualified specialists in various industries, government support, and low interest rates on loans (approximately 4 % in 2025). Every aspect of business is handled in a highly organized and consistent manner. Hands are shaken and business cards are exchanged during business meetings. Poland provides equal rights to foreign entrepreneurs with EU citizens. The stable economy and simplified registration of unregistered activities are very attractive, as is the corporate tax rate, which is one of the lowest in the EU (19 %). Punctuality and respectful communication with business partners, straightforwardness, and the opportunity to consider ideas are crucial.

The North American markets, represented by the United States and Canada, have similar economic and social characteristics. The United States has fierce competition, a two-tier tax system (federal and state), and convenient remote registration options.

In business etiquette, Americans are very punctual and get straight to the point. Canada has a thriving economy and a highly skilled workforce. The tax system is one of the most lenient, with a federal rate of 15 %, and some small businesses can pay as little as 9 %. Business meetings are held during business hours, and a democratic approach to management, trusting relationships, and respect between partners are valued.

In today's global economy, taking into account the unique characteristics of different communities is key to business success. Understanding local specifics allows companies to build long-term relationships with business partners and effectively adapt to the specific needs and expectations of consumers, thereby increasing their attractiveness and competitiveness among entrepreneurs and multinational corporations.

References

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IMAGE-BASED POLITICS: THE INTERPLAY OF POWER, MEDIA, AND SOCIETY IN THE DIGITAL ERA

Имиджевая политика: взаимодействие власти, медиа и общества в цифровую эпоху

In the context of globalization and the digitalization of communication processes, the formation of a political image has become a key element of interaction between government, media, and society. Modern political communication has undergone significant changes under the influence of digital technologies. As the French sociologist Jean Baudrillard noted, the struggle for power in the information society is a struggle of images, where politicians act as «information occasions». In a situation where 91.5 % of the Belarusian population aged 6 to 72 use the internet, digital platforms are becoming the