

variables like the level of technology and education. According to them, there is a positive correlation between religious pluralism and overall economic competitiveness, total productivity and national level of urbanization.

Finally, religion impacts economic development through fostering such individual traits as honesty, work ethics, thrift and openness to strangers which, in their turn, could lead to openness to trade and eagerness to migrate. Hence, in such of way the dependence of economic growth in incomes of the counties on religion is proved.

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## **BREAKFAST AT MCDONALD'S OR HOW TO SURVIVE IN THE GLOBAL MARKETPLACE**

Nowadays, in the age of globalization, the number of multinational companies is astonishing and more and more businesses strive to become international. However, operating in a foreign country, firms face challenges from local cultural values. Numerous researches show that cultural distance remains a barrier in overseas operation. It can disrupt collaboration and knowledge learning from international alliances, and result in higher transaction costs, reduced knowledge transfer, and poor operational performance. Consequently, the majority of multinational companies are suffering from performance problems and end in failure overseas because of the poor cultural integration with their international alliances and their host environment.

In our work, we have concentrated on the study of the most successful international fast food company – McDonald's. 60% of all McDonald's restaurants operate outside the US. The purpose of our study is to find out the key steps taken by McDonald's to attract customers in various parts of the world – USA, China, India, and Belarus in particular. Without getting into details of company's management, we have studied the aspects that have direct influence on the customers – menu variations, prices, and advertising in 4 countries – the US, China, India, and Belarus, to see how the company has adapted to the tastes of customers from various cultures. This has been done by analyzing material found on the web, research papers, advertising, and taking in consideration personal experience.