

The market of virtual money has already exceeded the level of \$ 1 billion. And is growing by about 30% per year. At the same time due to the active dissemination of virtual money, the Chinese government has introduced a number of restrictions on their use, one of which is to ban the exchange of virtual money for real currency, ie, the owner of the virtual money can spend it only for payment of goods and services.

China's leadership pays special attention to the development of cross-border e-commerce, such as the format of international cooperation is in the national "output abroad," the concept of national exporters and facilitates the process of "internationalization" of the national currency. Creating a pilot zone in Hangzhou is the introduction of new technical standards and business processes 4, new models of monitoring and information technologies in different links of the cross-border e-commerce. The main goal - to build the whole industrial chain of e-commerce and create the legal framework and rules in this field.

To date, China has more than 5 million. Small and medium-sized enterprises engaged in cross-border trade. They provide 60% of foreign trade turnover. Their active participation in a "sellers' market in cross-border e-commerce provides intensive export development in this area. This is a general commercial and irreversible trend, the international business community must constantly reform the trading system, develop new rules and standards to meet the requirements of the rapid development of the global Internet economy and cross-border e-commerce.

SECTION 2

JUDICIAL ASPECTS AND SOCIAL AND CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS

JOB INTERVIEW MEALS

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Nowadays employers are experimenting with ways to choose the perfect candidate. There are various classifications and types of job interviews, which are the critical point of the hiring process. Among them there are behavioral interviews, case interviews, on-the-spot interviews, hidden tests and others that provide the interviewers with the information needed. With plenty of qualified candidates

looking for a job, companies try to find different ways to get to know potential workers thoroughly before providing them with the job.

Recently potential employers have been making use of a blend of an interview and business meal. This type of interview is a meal in a public place (café, restaurant) that allows human resources managers to assess your behavior during the meal. Undoubtedly, the interview you are going to take part in is determined by the job you apply for. Job interview meals are intended for the jobs that require a lot of “working lunches” and meetings, face-to-face interaction with clients or personnel, or require certain character features. The research aims to determine the reasons why businesses organize such meetings and to find out their advantages over traditional office interviews. For this purpose we have analyzed articles about job interview meals from on-line editions of business newspapers and magazines and comments to them.

Conducting job interviews over breakfast, lunch or dinner gains popularity for several reasons. First of all, it gives potential employers a good perspective. It is not only a way to discuss business issues (like assessing the job seeker’s business credentials) in a relaxed atmosphere, but also an excellent opportunity to examine the candidate’s social skills. It is especially essential if business meals are part of the future job. Moreover, during such interviews a potential employer can observe and assess not only the candidate’s table manners, their social skills and ability to mix business with pleasure. It can reveal such qualities as decisiveness, patience, attention to details, irritability, politeness, and initiative. It must be emphasized that job interview meals may help to notice such things that cannot be seen elsewhere.

The next step of the study was to reveal the peculiarities and main features of conducting job interview meals. Naturally, there are features that the job meal interview shares with business meals, on the one hand, and with traditional interviews in an office, on the other. The first peculiarity is the importance of table manners. Good manners may give one candidate the edge over another, so it is essential to take some time to recollect dining etiquette skills before attending the interview. However, hidden tests may turn out to be even trickier. A wide variety of indicators can be evaluated without the necessity to ask a candidate any questions: a type of car they drive and its condition, their communication with the staff, and other implicit factors.

Another key point of the research was to determine how wide-spread such interviews are in Belarus. To reveal it, two surveys were conducted among both students and businesses. As the survey among the students of BSEU showed, almost 60 per cent of the students heard about such meetings and 2 students even took part in them. However, our peers could hardly specify the peculiarities and special aims of such interviews in Belarus and abroad. In contrast, the results of the businesses’

survey showed a lower awareness of the participants about such type of job interviews. All answers can be divided into two groups, and, unfortunately, there are more opponents than supporters of a new trend.

On the one hand, the lack of practice of such interviews in our country can be explained by the fact that in many cases employers rely more on the recommendations about one's skills, abilities and potential than on the observations that can be gained during job interview meals. Another reason is that there is little information about job interview meals in general and its practical use in Belarusian and Russian Internet. Thus, this is a great opportunity to introduce and develop this trend in our country, where people are almost unaware of it.

The results of the research can be applicable not only by those who hold such meetings, but also by the potential candidates, in many ways – by us, students. The research proves that recently the increasing number of jobs require not only professional or “hard” skills, but also the ability to communicate with people, build a rapport: that is so called “soft” skills. In this case conducting job interview meals can simplify the process of recruitment. So, such interviews are likely to gain popularity in our country in near future because of its close connections with European countries where such meetings are widely used.

BUSINESS FOR CHARITY OR CHARITY FOR BUSINESS?

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We often hear people saying that the words “charity” and “business” are hardly related to each other as the main aim of business is to make profit and gain some benefits for the businessmen. However, there have always been companies which engage in charity. Moreover, today it is often referred to as a modern trend of the economy, led by such prominent businessmen as Bill Gates, who considers charity to be a social responsibility of business and who has committed to giving 95 per cent of his fortune to charity. In our research we focus on the reasons why a growing number of companies take part in charity. As some companies avoid or reject traditional charitable contributions and practice other methods, another aim of this paper is to present the ways companies can incorporate charity into their business. Also, to investigate the situation in Belarus we studied the connection between charity and