

expanding its businesses abroad by means both of exports and of imports. The success of many business deals is attributable to the Belarusian mind-set. Belarus's geographical location has provided the basis for shaping its mind-set. Persistence in achieving its aims, an open disposition and a sense of hospitality best express this mind-set. Above all, its key approach is an open attitude to goal setting and the establishment of final negotiating positions. It is worth reflecting on the scrupulousness of the Belarusian mind-set. This results in a lengthy contractual process which is reinforced by agreement on each individual clause at the highest levels of management.

As partners, Belarusians are well known for their friendliness, the straightforwardness of their outlook and speech, their openness and their trustworthiness. This reputation points to Belarusians as easy people to negotiate with. What is most important is that the terms of a contract should satisfy each country. Such a stipulation will prevent the obstructive consequences of any misunderstanding.

In conclusion, we would reiterate that without the application of knowledge regarding the characteristics of particular mind-sets, it is impossible to identify allies, to promote one's products and services in a new market, or to strengthen one's impact. What is more, this type of knowledge is a readily available resource within the infosphere.

Reference

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DO THE ACTIONS OF COMPANY MANAGERS AFFECT THEIR SUBORDINATES' MOTIVATION?

ВЛИЯЮТ ЛИ ДЕЙСТВИЯ МЕНЕДЖЕРОВ НА МОТИВАЦИЮ ПОДЧИНЁННЫХ?

The purpose of this research was two-fold. Firstly, it sought to examine if the actions of company managers affect their subordinates' motivation and, if so, what actions affect their motivation.

The data was collected at a Mc Donald's branch in Tokyo where I have been working for 3 years, currently as a duty manager. I learned people management is a critical element to succeed in business. In this research, company managers are called duty managers, and part-time employees are called crew members. The data was collected by shadowing three duty managers and four crew members, and logging observations. Then, four crew members were interviewed. A qualitative and interpretive approach was taken to analyze the data.

The results of the data indicate that duty managers' actions affect the crew's motivation. However, the degree of the effect varies. First, the effects depend on crew members' past experiences and background. Second, active interaction with duty managers tends to raise or maintain the crews' motivation. Moreover, a good relationship among crew members is an important element. Therefore, the managers' actions affect the crew member's motivation. In particular, duty managers' active interaction with the crew may create a positive working environment, consequently raising the crew's motivation.

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MULTICULTURAL APPROACH TO GLOBAL BUSINESS

МУЛЬТИКУЛЬТУРНЫЙ ПОДХОД В МЕЖДУНАРОДНОМ БИЗНЕСЕ

The aim of our research is to examine main multicultural factors, which influence international business activity.

Since ancient times people want to communicate with other people all over the world. Different nations, traditions, styles of life began to mix and form close ties. In this way socio-cultural factor appeared. It is a set of beliefs, customs and activities. This factor often is included by international companies to penetrate new target markets.

The success of a company on a foreign market is largely determined by the cultural characteristics of a country. These characteristics influence the behavior of all participants in the market: consumers, competitors, intermediaries, managers, investors and others. We have singled out some elements of culture. They are: communication media (language, facial expressions, words, gestures, and others), religion and traditions, social system, sciences and art, education.

One of the most difficult problems is communication. There are about 7000 languages in general, about 100 of them are official languages and more than 300 of