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## **CANADIAN BUSINESS CULTURE**

### **ОСОБЕННОСТИ КАНАДСКОГО БИЗНЕСА**

The country of unlimited opportunity, Canada ensures synergy of English-Canadian and French-Canadian cultures, holds positions in vibrant economy, has the lowest income tax, excellent health care, the highest per capita income and relates to foreign companies benevolently.

Canada is the second largest country in the world; however, the population doesn't accomplish its vast expanses of the territory. Estimated 90 % of Canadians live within 200km of the border with the United States. Canada's geography, economy, its political, social and cultural systems, and history – these characteristics and much more have created Canada as it is today with specific business management style, business structures, business relationships and communications, main goals and objectives, legislation and policy [1].

Canadian business management style is usually described as non-conservative, gentle and friendly, implying consultancies, high motivation levels and equal relationships. Among managers' problem-solving abilities and interpersonal skills, they are indeed experts in such functional areas of business as production, marketing, human resources, product research and development and finance [2].

Canada's business sector is efficient and competitive on a global basis. Government policies do not significantly interfere with foreign investment. The high level of foreign ownership in Canada has charged that it has reduced the scope, independence, authority and flexibility of Canadian business managers in foreign-owned subsidiaries. The financial sector provides a full range of competitive services. Canadian legislation for businesses is structured so, that it offers free resources helping organisations stay informed about new policies and issues that could impact their business. They are Canadian Chamber of Commerce, BC Chamber of Commerce, and Mississauga Board of Trade. There're many associations and funds aimed to develop and then maintain business [1].

One more feature is that women in Canada are more likely to open their own businesses than in any other nation, according to global report. The number of business women is growing. About 85 % of women's motivation of being entrepreneurs lies in vast opportunities. Six out of seven women are capable of doing solo business. As the ratio of men to women in business is four to one, the government provides special benefits to women. Western Economic Diversification

Canada established the Women's Enterprise Initiative to assist women entrepreneurs to expand their businesses. Also there're many associations and organisations that are aimed to strike a gender balance, for instance, Can WIT is a community network designed to boost women's participation and advancement in the high-growth technology sector.

Canadian business supports innovations, develops commercialization and licensing opportunities, provides bilingual procedures and insurance and increases economic value.

### References

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## TRADITIONS OF COUNTRIES AS A KEY TO DO BUSINESS

## ТРАДИЦИИ ГОСУДАРСТВ КАК КЛЮЧ К ВЕДЕНИЮ БИЗНЕСА

Nowadays there are a huge variety of factors affecting doing business in a particular country. Being a good specialist, you must take them into account. There are a number of factors identified that effect on business now. These factors include the demographic situation, the economic and political situation of the state, the social culture, the level of education of the population, religion, language. These factors are infinite, but the above listed will be quite enough for understanding and assessing the position of the country in the international business. It is also worth noting that every nation has its own habits, values and ideals, its own understanding of freedom, justice, and so on. Therefore, if you want to enter the country's market with your idea or project, you just need to take into account one simple rule: "When in Rome, do as Romans do".

Any business in any country begins with negotiations. It may seem that there is nothing specific in this, but in each country this process takes place differently. For