

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

them are dialects. Businesses meet difficulties when they introduce their products to new market, one of them is difficulties with direct translation. For example, in the USA there is a barbershop, which is named Curl up & Dye. The word Dye (to paint your hair) sounds just like Die (to pass away). The slogan of the Coors, a beer company, is "Acquire Freedom", but translated into Spanish, it literally came out: "Suffer from diarrhea".

Religion and customs play such a role, that organizations have to adapt themselves to the prevalent traditions in a region where they organize sales of their products. It is important to consider the religious preferences and beliefs of the local population. For example, foiegras and shark fins are banned in California, since they are connected with inhuman treatment of animals. Christians cannot eat animals that have died natural death and meat with blood. In the Jewish religion it is forbidden to eat eggs of predator birds.

Some beliefs are associated with colours. Blue is warm in Holland and cold in Sweden. Green is favourite colour in New Zealand, purple – in India. White in China means death and mourning, but in many countries it indicates with happiness [1].

Naturally, countries differ from each other in their behavior in the business world. The Americans are independent, open, energetic, eager to discuss all the details and realize their goals. The Germans are punctual, rational, thrifty, discuss issues consistently. Japanese people are disciplined, careful, polite, enter into business relations only if they know a partner and trust him. The British believe that a solution can be found depending on the opinion of the partner. French people are not punctual, but always polite, kind, courteous, appreciated when a partner speaks French.

Another important factor in international relationships is etiquette. In some countries people just shake hands at the meeting, in others – give cheeks for kisses. The education system also varies. Knowledge of the education system in the country can be essential while hiring [1].

In conclusion it is worth noting that sometimes it doesn't matter what nationality you are, because each person is unique. We should respect people of every corner in the world. Because we all live in the same house – on the Earth.

Reference

1. Социально-культурная среда международного маркетинга [Электронный ресурс] // Slideshare. – Режим доступа: <https://www.slideshare.net/manumelwin/social-and-cultural-environment-international-business>. – Дата доступа: 11.10.2018.