

СЕКЦИЯ 2

ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА В СТРАНАХ И РЕГИОНАХ МИРА

АНГЛИЙСКИЙ ЯЗЫК

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KEY FACTORS FOR SUCCESS IN DOING BUSINESS WITH CHINA

КЛЮЧЕВЫЕ ФАКТОРЫ ДЛЯ УСПЕШНОГО ВЕДЕНИЯ БИЗНЕСА С КИТАЕМ

Have you ever done business with China? Have you been working with the Chinese companies for many years? No matter whether you are a beginner or a veteran, you know for sure that China is always an obscure, cunning, calculating and difficult business partner. Western companies, negotiating with the Chinese firms, face many problems: from preparation of contracts to the establishment of long-term relations and mutual trust. The Chinese businessmen can be both hospitable friends and tough negotiators.

At present, it can be noted that Belarus is increasingly cooperating with the People's Republic of China. The Belarusian businessmen are frequently holding talks with the Chinese. The key factors for success in business with China are understanding Chinese history, culture and psychology. Our survey will help to understand how our psychology and our methods of doing business differ from those of Chinese.

We have met and discussed the peculiarities of doing business with a number of representatives of the People's Republic of China, and have conducted a survey to reveal whether they agree with the generally accepted stereotypes about their country.

To begin with, every culture has its own rules of communication. Negotiations in the context of business are no exception. In our presentation, we will highlight some important rules. If we understand and follow these rules, it will help in conducting successful negotiations with the Chinese businessmen. They are manifested in the fol-

lowing basic components of the Chinese business negotiations: patience, focus on harmonious relations and survival instinct.

China is not just another country, it is another world, another universe with a different understanding of good and evil, with completely different concepts and laws. The clearer you understand it, the easier and faster you will be able to find a partner in China.

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INFLUENCE OF RELIGION ON BUSINESS IN DIFFERENT COUNTRIES AND REGIONS OF THE WORLD

ВЛИЯНИЕ РЕЛИГИИ НА БИЗНЕС В РАЗЛИЧНЫХ СТРАНАХ И РЕГИОНАХ МИРА

The purpose of the research is to study the influence of religion on business, business relations, employee-employer relations and on marketing policy. The result of the research is to identify the effect of religion on business and recommendations for avoiding conflicts on this basis. Religion is one of the most important aspects of life in any society. Religion determines the means of establishing contacts between members of one society, as well as between representatives of different societies.

The influence of religion on the activities of international companies has its own specifics in each country depending on its legal system, homogeneity of religious beliefs of citizens as well as tolerance for other religious beliefs.

Among other things, religion affects the composition of goods purchased by believers as well as seasonal patterns of consumption.

The percentage of believers among the richest businessmen in the world is 64 %. The richest businessmen in the world adhere to Christianity (37 %), Judaism (11 %), Hinduism (7 %), Islam (4 %), Buddhism (3 %), Shinto (2 %).

For example, there is strong political pressure in Saudi Arabia to preserve religious traditions. It is impossible to exaggerate the importance of understanding the principles of Islam for businessmen engaged in international business, as well as the role of