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## **PECULIARITIES OF DOING BUSINESS IN DIFFERENT COUNTRIES**

### **Особенности ведения бизнеса в разных странах**

Successful entrepreneurs and business people understand that good business is about good relationships. It is important to take into account the differences in business etiquette when working with international clients. The aim of my article is to consider the peculiarities of doing business in different countries.

Great Britain. The English are friendly and courteous, and during negotiations you will never hear harsh criticism or categorical assessments. If you want to win over an Englishman, then ask about his hobby. Brits like to have personal space, so don't stand too close.

Germany. During a business meeting, the Germans discreetly shake hands and exchange business cards. During this, do not leave your hand in your pocket – the German will think that you do not respect him. The Germans are very organized, in business they like to discuss all issues consistently, clearly working out every moment.

France. French businessmen have a very negative perception of errors in the language, so if you do not speak excellent French, you will have to find a first-class translator. The French like to discuss business over a meal. Punctuality is not typical for the French, so it is normal for them to be 15–20 minutes late.

Italy. Punctuality is not a priority for Italians. Be patient and prepared for some delay. Italy is a major center of European fashion. Formal attire is generally expected for business meetings. For the most part, men wear dark colors. Women tend to wear elegant and modest pantsuits.

United States of America. Americans are very punctual, so it is better not to be late for a meeting. The Americans' style of communication during negotiations is extremely professional, but nevertheless they often show aggressiveness and rudeness. In business Americans immediately get to the point, do not tolerate formalities.

China. The Chinese conduct negotiations for several weeks, or even months. At first, the Chinese mostly study their partners, without revealing their cards and avoiding a clear definition of prices and terms. Only after they determine the status of each participant, the second stage begins – negotiation of conditions.

Japan. Japanese business begins with the obligatory exchange of business cards. Handshake is not accepted in Japan. The inhabitants of this country avoid a close, direct look. Instead of a handshake, bows are used – their number reflects the degree of respect. During the negotiations and business meetings, you need to be punctual.

Muslim country. Five times a day, Muslims postpone any of their activities in order to perform namaz – prayer. Shortly before the negotiations, food is served in Arab countries, if you refuse, this will also be regarded as a bad attitude towards them.

India. Don't be surprised if Indian business partners are late. The word "no" can be considered rude in India. Try to use words and phrases like "we will see" or "possibly" instead of "no." Avoid eating beef at business meetings, as cows are considered sacred in India.

In conclusion, I consider that it is very important to know the culture of the country where you are going to do business. Thanks to this knowledge, you will be able to build a business abroad successfully.

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## **NEGOTIATIONS AS A BASIS OF INTERNATIONAL BUSINESS**

### **Переговоры – основа международного бизнеса**

The purpose of this paper is to identify the importance of international negotiations and its features.

International negotiations are a process in which representatives of interested parties meet and try to reach an agreement on issues of mutual interest. Negotiations are carefully planned and the parties prepare for them thoroughly. According to the Professor Perlmutter of the Wharton School of Business, international managers spend more than 50% of their time negotiating. Moreover, styles of negotiation vary markedly across cultures. The most important peculiarities of negotiations are: strict adherence to time; the beginning of negotiations (i.e. off-topic conversation lasts 2–3 minutes in the USA, Germany; more than 30 – in Spain); exchange of business cards at the beginning of negotiations; negotiations are opened by the head of the delegation; clear concise formulations, slow pace; answers should be given unambiguously and without delay; after negotiations a letter of gratitude is to be sent.