

## **THE SPECIFICS OF DOING BUSINESS IN GERMANY**

### **Особенности ведения бизнеса в Германии**

Germany is one of the most outstanding countries in Europe, distinguished by its progressiveness and stability. Speaking of this state, one cannot fail to note the high level of such areas as social security, developed infrastructure and security. It is these factors that determine a favorable economic climate for a successful business. The purpose of this study is to analyze and highlight the key features of doing business in Germany.

To successfully establish partnerships, it is imperative to be familiar with the host country's business etiquette. Among the qualities that businessmen should possess, Germans value professionalism, reliability and discretion the most. This is due to the fact that clarity and order are the main characteristics of the character of the inhabitants of this country.

Criteria such as diligence and frugality are also highly valued, and it is on all of these factors that German businessmen are guided when choosing partners for cooperation.

Formality can also be noted as a central characteristic of the Germans. It is important to note that the Germans do not welcome improvisation during negotiations. It is necessary to show professionalism and a responsible attitude to work through careful and timely preparation for a business meeting. The dress code requirements for both men and women have a long list. It is necessary to adhere to a business style of clothing, without bright accents and accessories. When making small talk, cars, sports, travel, and professions are the best topics for conversation. Since Germans are accustomed to clearly distinguishing between personal life and work, topics such as family and wages should be avoided during the conversation.

For many years, the most successful and promising areas for doing business in Germany have been areas related to real estate. Especially profitable businesses, which bring a stable income, are the hotel business, hospice, the issuance of building plots, as well as the lease of premises.

Thus, punctuality, professionalism, hard work, discipline and order can be distinguished among the most prominent features of the national character of the Germans. These characteristics apply to all aspects of negotiating and establishing long-term partnerships.

Since the Germans are inclined to long-term and strong cooperation, they will find a partner who will not neglect the established business etiquette and will show due attention to all aspects of the business as reliable and proven.

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## **BIOHACKING: THE SCIENTIFIC BRANCH OF BUSINESS**

### **Биохакинг: научное направление бизнеса**

What is science? Which resources does social theory have to define its boundaries? Earlier, the main focus of research in science was directed to the consideration of its substantial features. Nowadays, researchers' attention is attracted by borderline phenomena, such as biohacking.

The study of «repression» processes of different forms of activity on the periphery of scientific knowledge allows us define borders of the science of the 21st century. «Biohacking» is a movement of science enthusiasts, their activity combines altruistic desire to promote the development of scientific knowledge and activism. The activity of biohackers directed on the spreading of scientific knowledge and scientific outlook behind the walls of universities and laboratories. The so-called participatory turn takes place in the science. Passive public becomes active creators of science itself. In their own laboratories, biohackers not only seek to produce valid scientifically knowledge, but also create new types of communication based on the principles of openness and responsibility. These hackerspaces become the centers of critics of the «old» science. This democratization and ethization of science allows biohackers to believe that their activity goes beyond the framework of the do-it-yourself movement and turns into serious science.

So, in this report we examine the phenomenon of biohacking, a practice of human enhancement. At this initial stage of a project studying the role of biohacking in science-society system, our objective is to conduct a preliminary analysis of biohacking and to come up with hypotheses about what is meant by biohacking and biohackers based on empirical data. Thus, biohacking can be considered as a complex phenomenon in terms of specific practices and communities involved.

Biohacking has appeared as a result of the desire to improve and prolong the human life. Even taking into account all risks and hazards of making changes to the native organism, it is obvious that the advancement of this biotechnological scientific