

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

field is inevitable, as there are too many life aspects it provides benefits in. Technologies are constantly and unceasingly moving forward, and it is absolutely impossible to stop the development of them. The only way out is to accept them and advantages they offer, considering all possible disadvantages.

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## **BUSINESS TRADITIONS IN JAPAN**

### **Традиции ведения бизнеса в Японии**

Japanese culture is distinguished by its uniqueness and its traditions. In this country, more than anywhere else in the world, traditions and rituals are appreciated and respected. When a businessman wants to do business with the Japanese counterparts, it is important for him to learn how to win the favor of the Japanese businessmen to conclude a successful deal.

The purpose of this paper is to study the rules that should be followed in order to conduct business meetings with the Japanese and to conclude contracts and important transactions. Demonstrating knowledge of their business culture is definitely the right step to show respect for them. There are several rules of Japanese business etiquette:

1) Group orientation, which means belonging to a social group. The Japanese respect self-discipline and a willingness to make concessions.

2) Hierarchy. Status depends on factors such as age, profession, company, and marital status. The hierarchical system requires relationships, high status. Therefore, it is always important to know the status of the person with whom you do business and to adapt your behavior.

3) Respect is one of the most important qualities that should be manifested in everything: in communication, verbal and non-verbal behavior and etiquette.

4) Meeting and greeting. The Japanese appreciate formal and polite communication, which they will pay attention to when they first meet. What you should pay attention to at the first meeting: the Japanese use bows when meeting, so if a Western business representative bows back, it will show respect for Japanese business partners, which they will definitely appreciate.

It is also important to introduce yourself with your full name and your company name. The whole ceremony is considered to be the exchange of business