

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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A. Korbut
А. Н. Корбут
БНТУ (Минск)

Научный руководитель Н. П. Буланова

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

cards. One of the sides must be done in Japanese. When exchanging business cards, the Japanese side must be on top; when handing over to a colleague, hold it with both hands or with your right hand. There should be no barriers between partners, for example, a table or a chair.

5) Establishing contact through trust, sincerity and compatibility.

6) Communication. When meeting, words and phrases should be selected carefully so as not to accidentally offend someone.

7) Meetings and negotiations. Final decisions are rarely made directly in meetings. Establish contacts, discuss details and conditions. At the meeting, you need to be well-prepared in order to accurately answer all questions. It is very important to show professionalism. It is also worth preparing information about your company in a printed form. Japanese businessmen will definitely appreciate it.

Japan is a country with which many successful companies seek to cooperate, because their experience, knowledge and technology are among the best in the world. That is why the Japanese themselves are careful and reasonable in their approach to business. Before holding meetings, it is important to study their culture and traditions so that they see serious intentions in cooperation with them, want to become business partners and share their experience.

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V. Korzhak

В. А. Коржак

БГЭУ (Минск)

Научный руководитель Н. А. Хаустович

ANAIYSIS OF THE STATE OF SMALL AND MEDIUM-SIZED BUSINESSES IN RUSSIA AFTER THE PANDEMIC

Анализ состояния малого и среднего предпринимательства в России после пандемии

The purpose of this study was to analyze the state of small and medium-sized enterprises (SMEs) after the pandemic in Russia and, based on the results of the study, to formulate a set of criteria for analyzing the current state of SMEs in Belarus.

In March 2021, Tinkoff-Business conducted a survey among SMEs in Russia to find out how the pandemic affected their development. Here are some of the results of the survey: 46 % of businesses moved online, 8 % began selling goods on marketplaces, 19 % changed the scope of their business, nearly a quarter of businesses have downsized, 16 % of businesses closed several outlets, 9 % opened