

- Informativeness. The consumer receives necessary information about products.

- High performance in comparison with traditional advertising. Regular advertising in the media and on billboards is expensive and does not pay itself; the audience coverage is wide, but not productive. Promotion of goods on the Internet works on a different principle: the visitor finds such advertising independently.

- Large coverage of the target audience. The number of consumers of a particular product on the Internet is unlimited, because you can place an order for the purchase of goods and services from anywhere in the world.

Thus, the Internet has long been not just a place for transmitting and receiving information, but an extensive platform for sales with all the ensuing factors. Online sales allow you to get as close to your goal as possible and achieve success.

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ETHICS AND BUSINESS CUSTOMS IN JAPAN

Этика и особенности ведения бизнеса в Японии

Every country has its own etiquette and behaviors that have been shaped by its culture. Japan has its own rules of conduct in the workplace that must be followed.

One of these rules is punctuality: you should come to meetings at least 30 minutes earlier than required. Then it should be noted that it is necessary to take the exchange of business cards seriously, because there are proper ways to give and receive them in Japan. The order of giving business cards starts with the senior officer, walking its way down to the most junior. Business cards are given and received with two hands and with a short bow.

It is also important to understand how Japanese treat their seniors in the workplace. An age of a person can make a huge difference in business settings in Japan. There are a lot of rules regarding seniority and hierarchy. One of such rules is a rule of upper and lower seats. In Japanese business world, at meetings, dinners, and when riding taxis and elevators, «who sits or stands where» is very important. These positions are called «upper and lower seats». You have to sit or stand in certain places depending on your position in the company, how long you have been working and your age.

The next rule that is also important is to always carry your personal stamp with you. There is a «stamp culture» in Japan. You need to have a stamp of your last name to do everything, including renting a house, opening a bank account, contracting with a phone company and so on. You also need the exact same stamp in order to change anything about these things. This stamp and paper contract culture exists within the business world too. According to a survey by the «Japan Institute for Promotion of Digital Economy and Society» announced in 2018, the current rate of digital contracts used among Japanese companies is 43.1 %.

The next rule is about meetings in person. Many Japanese companies believe that everything from sales jobs, greetings to meetings must be done in person. The corona crisis has changed this rule a lot, but the idea that you must meet someone in person in order to be respectful still lingers in the Japanese working culture.

The next important thing is that working long hours is considered as a virtue in Japan. In Japan there is still an old idea of the longer you work the more effort you are putting in. It is quite obvious for subordinates to work overtime if their bosses are still working, regardless of the fact whether that person has anything left to do or not. If you try leaving before your boss, he will see you as a person who has no motivation towards work and does not understand how society works either. As a result, you might lose your chances of salary increase or promotions. But working long hours does not actually increase your productivity, it just makes you look like you are working hard. Actual results and efficiency are not as important as traditions and the hierarchical relationship between superiors and subordinates.

Although this situation is gradually becoming better due to new laws being issued, it is possible to conclude that working for hours is still a crucial problem in Japan.

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SHEEP FARMING IN AUSTRALIA AS A HIGH-TECH BUSINESS

Разведение овец в Австралии как высокотехнологический бизнес

Sheep breeding as a branch of animal husbandry plays an important role in the national economy of the country. The object of the following research is sheep breeding in Australia. The subject of the research: modern technologies in the production of merino wool. Wool, milk, high-quality fur and fur raw materials, as