

СЕКЦИЯ 3

СОЦИАЛЬНО-КУЛЬТУРНАЯ СРЕДА МЕЖДУНАРОДНОГО БИЗНЕСА

АНГЛИЙСКИЙ ЯЗЫК

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SPECIFICATION OF BELARUSIAN-KOREAN COMMUNICATION IN THE SPHERE OF BUSINESS

Спецификация белорусско-корейской коммуникации в сфере бизнеса

The aim of the report is to study the Belarusian-Korean intercultural communication in the business sphere on the example of «Atomі» company. Based on the results, the paper analyzes cultural differences and difficulties in the process of communication between Belarusian and Korean employees of the company, and outlines the ways to overcome these problems on the basis of the cultural assimilation technique.

For the purpose of specificity of Belarusian-Korean intercultural communication in business the following tasks were set and solved:

1. To identify cultural differences in the process of communication;
2. To reveal the difficulties of intercultural communication between Belarusians and Koreans;
3. To outline the means of overcoming these difficulties.

According to research, South Korean culture is one of the most highly contextual cultures. Due to the high density of information networks, most of the information about people in such cultures is well known to the participants of communication, as it relies on close contacts between them. South Korea is also characterized by a rather high power distance, a high level of collectivism, and the avoidance of uncertainty.

Unfortunately, no large-scale sociological surveys using Hovstede's methodology have been conducted in Belarus. According to the data of P. S. Lemeshchenko and A. M. Sidorova, Belarus is characterized by low individualism, high level of uncertainty avoidance, and a moderate degree of masculinity.

From the methodological point of view, the distinction between the cross-cultural and intercultural approach is important for us, when in the first one the representatives may never cross the territorial borders of their state, and in the second one, when at least one of the representatives is outside of his/her native culture.

In order to study the specifics of the Belarusian-Korean company in practice, a case study was conducted at Atomi. The organizational structure of the company is presented in such a way that the top managerial functions are performed mainly by Korean employees.

The research interest was focused on such aspects as cultural differences and difficulties, communicative and language knowledge, roles, individualism and collectivism, rituals and superstitions, social hierarchy, values, attitude to work, problem solving, decision making practices, orientation in space and time and others.

References

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SOCIO-CULTURAL ENVIRONMENT IN INTERNATIONAL BUSINESS

Социально-культурная среда международного бизнеса*

Research purpose: to determine how cultural and social differences across and within nations may affect the business.