

THE INFLUENCE OF MENTALITY AND RELIGION ON DOING BUSINESS IN ARAB COUNTRIES

Влияние менталитета и религии на ведение бизнеса в арабских странах

The aim of this work is to determine the role of mentality and religion in doing business in Arab countries.

Historically, trade has been the main activity of the inhabitants of the Arabian Peninsula for a long time. Even before the era of shipping, a large part of the existing trade routes passed through the lands inhabited by the Arabs. The prevailing conditions contributed to the creation of trading settlements, which played the role of transshipment and fair centers, the most famous of which was Mecca. Modern Arab business is certainly not limited to trade. However, when dealing with Arabs, remember that by nature and vocation, these people are traders.

The next factor that has a significant impact on the way of doing business in the Middle East is the factor of religion. Islam is a religion that contains some norms of doing business. According to the Qur'an, the Prophet Muhammad himself was engaged in trading operations. Islam encourages commercial activity, but limits it to very strict and clear conditions: fairness, honesty, mutual understanding, transparency. Also, the Arabs are not engaged in non-profit (low-profit) commercial activities. So, a righteous Muslim is an excellent business partner.

In the Arab countries, running your own business is highly valued – this area is much better developed than in the countries of the post-Soviet space. From childhood, they try to prepare a kid for the fact that in the future he will be able to create and run his own business.

Another important aspect is that Arab businessmen prefer to resolve all issues in person. Business correspondence in these countries practically does not work. This is simply not accepted, especially if your business relationship is just starting. For any Arab, personal conversation is a way to understand who he is dealing with. The same goes for telephone conversations. It should also be noted that Arabs do not settle business matters over food. Breakfast, lunch and dinner are dedicated to the family. Business issues are usually resolved over tea or coffee. The Arabs take a long time to prepare for doing business, and even more for choosing a partner. Be prepared to be studied. You must be familiar with local traditions and respect them. Therefore, be aware of making business appointments during fasting or major religious holidays. Studying local traditions in this case is one of the important investments.

Summing up, it should be noted that like any other nation, Arab have their own traditions and customs of doing business and corporate relationships. Breaking these traditions can negatively affect the end result with potential investors. Religious traditions and Muslim canons play the main role in Arab countries. Islam extends to all spheres of Arab life, and business is no exception.

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WHAT BRANDS GOT PROMOTION WITH THE HELP OF INFLUENCERS?

Каким брендам удалось раскрутиться при помощи инфлюенсеров?

Nowadays we face with a large number of different brands. Some of them are already very popular, while others have yet to ‘win’ the consumers’ hearts. It is rather challenging to promote new products, especially if they are new to the market. So, social networks, like Instagram, are an effective way to attract people.

How does it work? It's simple. Brands engage influencers to their advertising. By influencers we take people with large audience, whose posts have a noticeable impact on subscribers. If you choose the right influencer and the content provided, then the ad is likely to reach a potential consumer.

We conducted a comparative analysis of 5 brands: Garnier, Natura Siberica, Eveline Cosmetics, Maybelline New York, Lux Visage.

In 2017–2019 a well-known Garnier brand had a rate of 318–679 ‘likes’ with the number of commentaries ranged from 5 to 15. In 2019–2020, the brand was poster faced by Klava Coca. As such the post gained 87,270 likes. Vlad Bumaga also boosted brand’s visibility with both 291 250 ‘likes’ and several thousands of comments.

Natura Siberica is making big now. In 2018–2019, the ‘like’ count ranged from 480–550, and the number of commentaries was minimal. At the end of 2019, a makeup artist Adele shared this brand on her Instagram that drove followers’ reaction. The number of likes increased immediately to 100,265, so that the number of comments peaked at several hundreds. No surprise, sales went up as well.

In 2018–2019 Eveline Cosmetics could boast an average share of 270–400 ‘likes’, what can’t be perceived as a total success. In 2020, Nadezhda Timofeeva and Alina Lobacheva, professional makeup artists, published a video, and the number of ‘likes’ got at 7,056 and 10,800 respectively.