development of new business models embodying the goals of sustainable development, the introduction of ecotourism, the evolution of demand and rethinking the role of safety and health, and the involvement of different social segments of the population in the sector.

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SOCIO-CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS

Социально-культурная среда международного бизнеса

Many people talk about the importance of the importance of business in our lives. This is the development of oneself in the full sense of the word. However, no business, especially international, will be able to function stably and make a profit without taking into account some specifics. One of these specifics will be the Socio-Cultural environment. After all, if we are talking about international relations, it is important to understand the traditions and foundations of a foreign partner with whom you are planning further cooperation.

The purpose of this work is to analyze the traditional business rules adopted in different countries. Thus, we will consider the business traditions and rules of conduct of the UK and Japan.

Great Britain is one of the most tolerant and intelligent countries in the world. The subtleties and peculiarities of the British often confuse foreign partners. To do business in England, you need to understand the «business mentality». For example, the working day of the British, as a rule, is from nine in the morning to five in the evening, and lateness is not allowed. Greeting by the hand with the words «Good morning/afternoon/evening» and eye contact are considered a sign of politeness and respect, which is very much appreciated. A distinctive feature of the British is the ambiguity of statements. So, for example, the phrase «good enough» can mean «slightly disappointing», and, conversely, the phrase «not bad» takes on the meaning of «amazing». And the expression of consent can often mean refusal. An important point when talking to a Brit will be to avoid topics such as: politics and salary. The dress code at business meetings should be formal and conservative in nature. And after a working day, you can accept the offer to sit in the pub for a pint of beer. Following these simple recommendations, you will establish relations with your British partner, and there is also a chance to make a profitable contract.

In comparison with Japan, where the culture is completely different, the previous recommendations will not work. A distinctive feature of the Land of the Rising Sun is refinement and the presence of its own ethics and aesthetics.

The business etiquette of Japan is very strict: the presence of certain colors in the dress code, punctuality and varieties of bows. This makes communication with the Japanese incomprehensible to foreigners. They are characterized by questions about the status, position and salary. Since the hierarchy of power is still preserved there. For example, it is not customary for them to give the same gifts to people of different social status. This shows incompetence and disrespect.

The Japanese do not usually use handshakes, with only a few exceptions. A bow is the main sign of respect and sincerity. The depth of the bow depends on the status of the colleague. And patting on the shoulder is unacceptable. This can alienate the partner so much that there may not be a next meeting.

If the greeting was successful, then negotiations begin after the exchange of business cards. It's a whole art. If written contracts are important for the British, then the Japanese put oral agreements on a par with written ones. And all decisions are made in the group before admitting a foreign partner to management.

The peculiarity of the Japanese is their attention to death. Ordinary details for a foreigner can dramatically change the attitude of a Japanese towards you. For example, an incorrectly worn kimono, a black suit with a white shirt and a black tie, the number «4» and «9» are all signs of death in Japanese culture.

Thus, it can be concluded that conducting foreign business and partnerships is very difficult. It is necessary to take into account all the subtleties of the culture of the country with which you want to conclude an agreement. And it takes a lot of effort to achieve the goal.

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DOING BUSINESS DURING THE COVID-19 CRISIS

Ведение бизнеса во время кризиса COVID-19*

The purpose of the study is determining the impact of covid on business and employees and their adapting to the current situation.

The crisis caused by the COVID-19 pandemic has been a shock to our lifestyles and perceptions of the world. Employers and Business Organizations (EBO)