

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)

around the world are at the forefront of helping the businesses they represent weather the storm; in addition, they help to respond by partnering with government agencies to communicate, manage immediate risks to human health and well-being, save businesses and save jobs.

EBO have demonstrated flexibility, resilience and innovation. The crisis reminded of their critical unifying role and the contribution of business to society. EBO are irreplaceable participants in the process; today, the main elements of their response are as follows.

Employer support. During the most severe crisis, EBO demonstrated an absolute focus on the interests of their members. Their priority was clear: to provide practical support and to do so urgently. Rapid response gave companies access to information to make critical business decisions. In addition, it gave impetus to the dialogue with the state, which resulted in the provision of emergency grants and the development of support schemes.

Analysis, research and thought leadership. EBO have a unique ability to keep their finger on the pulse of the business and quickly generate “unique data”. Their surveys and research and their deep understanding of specific sectors of the economy have made them key contributors to the COVID-19 debate around the world.

Demonstration of the positive role of business. The contribution of employers to the fight against the pandemic is very large. To show practical examples of this and highlight what has been done to enhance the reputation of the business as a whole is still the main mission of the EBO around the world.

A new era of collaboration. Collaboration with workers' organizations, government departments and other stakeholders became an important topic during the crisis. It provides a platform for further change and can help usher in a new era of collaboration and social dialogue.

Destabilization can foster innovation and positive change. EBO can build on gains during a crisis and take the lead in addressing emerging policy challenges. The next phase of the pandemic and the post-spear era provide the EBO with unique leadership opportunities in the following areas.

The safety and health of workers has become a business priority since the introduction of nationwide lockdowns. Providing support for communication with human resources management during the crisis in the first phase was an important area of COVID-19 services that EBO began to provide. Another area of practical assistance was the organization of remote work, from the transition to work from home to practical advice on the day-to-day management of remote employees. The legacy of the crisis could be the growth of remote and flexible employment (including «hybrid» models that combine work from the office and from home).

Organizations are now trying to gradually revitalize the national economy and return to jobs with minimal health risks and taking into account the interests of workers and consumers. Even before the pandemic, the use of digital channels for the

delivery of services and information had become a priority for many EBOs; the crisis has drastically accelerated this process. According to a study by the ILO-ACT / EMP and IOP, 80 % of EBOs worldwide have updated or adapted their services.

Throughout the crisis, one of the biggest challenges for the government has been balancing the health of the economy with the physical health of the population. Extensive lockdowns have had a profound effect on business, workers and the economy. The pandemic crisis led to an economic crisis that triggered an employment crisis.

In conclusion it should be noted that the crises like COVID-19 brings lasting change and spurs innovation. For the EBO, this means a willingness to revisit existing models and know where to look for external support and new approaches. Social partnership and collaboration will be a key in the post-covid world.

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THE PHENOMENON OF DIGITAL CURRENCIES OF CENTRAL BANKS. PROSPECTS FOR INTRODUCTION INTO THE WORLD ECONOMY

Феномен цифровых валют центральных банков. Перспективы внедрения в мировую экономику

The purpose of the study is to analyze the phenomenon of digital currencies of central banks, understand what it is and how it can improve the global economy.

In recent years, new digital information technologies have been actively introduced in the financial market. One of the most promising information technologies that has found its application in the financial sector is the technology of distributed registries (DLT). They are often called blockchains, although the blockchain is just a special case of distributed registries.

A distributed registry is not limited to one server or one authority. It often implies that every device that is connected to a distributed registry has access to all the data that is contained on this registry. An intuitive example of one of the simplest distributed registries is Wikipedia. Any user can edit an article in it, and then other users and editors accept or do not accept edits.

Digital currencies of central banks also function on the basis of the principle of distributed registries.

According to the definition given in the journal Banking Bulletin for April 2021: