

development of a post-industrial society. The fourth generally take the information society beyond the framework of post-industrial society, presenting it as a new stage of social progress, replacing post-industrialism. There is an opinion that the information society should be considered not as something already existing, formed, but as a reference point and a trend in the development of modern society.

The information revolution became possible largely due to the invention of microprocessor technology and the mass use in science and in everyday life of personal computers, computer networks, as well as software-controlled devices.

Thus, an information society is a society in which information becomes the main economic resource, and the information sector comes out on top in terms of the pace of development, the number of employees, the volume of investments, the share of GDP; there is a developed infrastructure that ensures the creation of sufficient information resources; the main form of ownership becomes intellectual property; information becomes the subject of mass consumption; information society provides any individual access to any source of information; new criteria for assessing the level of development of society are emerging – the number of computers and Internet connections, etc.; unified national information systems are being created (in the USA – in the 1980s, in Western Europe – in the 1990s); the information society is being formed as a global and includes the world "information economy", a single world information space.

Today, the object of research is already the new formations of the information society, social transformations at a new stage of social development associated with changes in the social structure under the influence of informatization, the new nature of work. Special attention is paid to the place and role of a person in the information society, his psychological stability and the peculiarities of spiritual development, the formation and development of information culture.

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CAREER DECISION-MAKING PROCESS BY STUDYING ABROAD

Учеба за границей в определении профессионального пути

This study investigates the career decision-making of university students focused on experiences of studying abroad. There are various ways of choosing a career, then the students face difficulties to decide their first job. Hence, the

students make their choices based on their backgrounds. Some students might be affected by their experience of studying abroad in career decision-making. I employed five participants of 4th graders from study abroad preparatory courses at Meisei University. The participants studied abroad for at least four months.

The conceptual framework used for the data analysis is Social Cognitive Career Theory (Nadya 2014). Analysis of career decision-making indicates the process in detail. The set research question is «How university students develop their career decision making by studying abroad». To follow the framework of how the participants, develop their choices, narrative and semi-structured interviews were used.

The analysis shows learning experiences affected their career choices. I detected three steps of developing choices that affected self-efficacy. From the data, I observed the factors of choices to construct three elements. Then, it was found out how the participants' self-efficacy influenced the decision choosing their career by three elements. As the results of my analysis, the three elements follow that learning experiences including study abroad affected their self-efficacy. Therefore, analyzing themselves with their experiences of study abroad helped understand career decision-making.

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THE CONCEPT OF CROSS-CULTURAL MARKETING

Понятие кросс-культурного маркетинга

Entrepreneurial activity is a very complex process. Various factors, both internal and external, can influence the business. Reaching the international level of the company may be associated with some difficulties such as economic, technological, trade, sociocultural and other factors.

The sociocultural environment is a significant part of life, which includes such important processes, as personality formation, its development and self-development in interaction with other people, natural and substantive factors, etc.

In different countries and nations, sociocultural factors have been expressed through tradition, religion, values and mentality. All of this to some extent can affect business, especially if the company plans to launch goods to the foreign market.

For example, if you analyze the design of sites in different countries, you will definitely find out some differences.