

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.

Asian countries are characterized by bright colors, showing of wealth, and traditions. In web-design, they prefer to use a lot of bright colors, various information and pictures. Visually, it all looks overloaded and therefore illegible.

In Europe, on the contrary, minimalism is in the trend. Most often, it is diluted with bright headings and various inserts. The information on the sites is clearly and succinctly presented. This allows users to understand what they can get immediately.

Understanding that culture can create some problems for companies when mastering new markets has led humanity to creation of a separate industry in the study of international management – cross-cultural management.

Cross-cultural management conducts the development of technologies for training in the effective running of business in a multicultural environment. This management focuses on studying the behavioral characteristics of different national business cultures, on developing practical recommendations for improving the management of organizations with a multinational field of activity.

Scientists divide the problems that can arise in the process of international entrepreneurship into two groups.

The first group basically includes the difficulties of employees who are abroad on long working trips. This type of difficulty includes language barriers, misunderstanding and misinterpreting at the levels of the rules of conduct, the problems of adjustment in another country, and many other obstacles of this type.

The second group of problems involves strategies of organizations, opening their representative offices and franchises in other countries and do not take into account these national characteristics, which, in the end, entails significant economic losses.

These problems can be solved with the help of cross-cultural management as follows:

- Managing cultural diversity — differences in business cultures and their value systems;
- Identification of the causes of intercultural conflicts, as well as their prevention or neutralization;
- Development of business management methods at the interface of culture interaction;
- The formation and development of cross-cultural competencies of managers to increase the efficiency of the company in the context of the globalization of the economy.

There are many factors that can influence the business vision, both domestically and externally. In the international arena, one of the most important problems is the encounter of different cultures, and, as follows, the emergence of misunderstandings and conflicts. To solve this problem, cross-cultural management has been created, allowing you to study the characteristics of a particular nation and to create or change a product under the traditions of a particular country.