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International business includes all sales, purchases and business transactions that require crossing national borders. Its distinctive features are the absence of territorial restrictions, high economic efficiency and global coverage.

Thus, from all of the above, it can be concluded that cultural differences, along with other factors, have a significant impact on doing business internationally. Studying and taking into account cultural differences is necessary to achieve high results and competitive advantages in foreign markets.

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THE IMPACT OF THE SOCIO-CULTURAL ENVIRONMENT ON INTERNATIONAL BUSINESS

Влияние социокультурной среды на международный бизнес

The purpose of this work is to consider the impact of socio-cultural factors on international business.

International business is a certain structure with a whole set of rules for the interaction of subjects of interstate relations.

International business can be influenced by socio-cultural, economic, trade, technological and other factors.

The socio-cultural environment is a set of values, norms, rules, laws, technologies and scientific data accepted in society, which guide a person when building any kind of communication.

Socio-cultural factors include changes in the demographic situation, the level of education, the health care system and social security. Labor mobility, habits and hobbies of the population, lifestyle, values, and priorities also form socio-cultural factors that affect business. Most of the values are formed as a result of historical, political, and social events in the country. People's behavior can be influenced by climate, the length of the day, the change of seasons, and other factors that indirectly affect a person's perception of the world.

Trade is a purchase and sale relationship that develops between entities. International business covers subjects belonging not only to different national

economies, but also to different socio-cultural spheres. The success of a business largely depends on the trust between the subjects, so understanding the subtleties of cultural and social aspects of life is very significant.

When subjects belonging to different socio-cultural groups interact, there is an intersection of cultures. That is, cooperation and communication are built at the intersection of cultures. The information openness of most countries has made the possibility of building international business more accessible.

There are scientific trends that evaluate the importance of the socio-cultural environment in building effective international relations in different ways. Universalists believe that the role of cultural differences is exaggerated, since all people are of the same type, which means that building relationships does not require additional efforts. The economic-cluster approach assumes that there are differences, but the difference in the level of economic development is more significant. The cultural cluster approach sees the study of the cultural aspect as the key to building long-term effective business relations between representatives of international business.

Reaching the international level increases the uncertainty and riskiness of business decisions. As the number of mixed business partnerships based on the merger and interpenetration of values increases in the economies of countries, the awareness of international managers of their own culture, as well as knowledge of the specifics of the culture of their partners from other countries becomes very important.

The research results: having studied and analyzed the current state of international business we can conclude that every year the influence of the socio-cultural environment on international business is manifested more and more. The long-term success of international business is strongly dependent on in-depth knowledge of the national character of other peoples, their traditions, behavioural characteristics and cultural norms.