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THE IMPORTANCE OF UNDERSTANDING DIFFERENT BUSINESS CULTURES AND THEIR FEATURES

Важность понимания различных бизнес-культур и их особенностей

The aim of this article is to analyze business cultures and their features in different countries and regions of the world.

Business in our time has become an integral part of the economy of any country. Nowadays, in any country with a good economy, the private business sector will be well developed. There are so many examples: USA, Germany, UK, Singapore, etc. And each of these countries has their own special approach to doing business. All these abilities can be associated with completely different things starting with the special legislative base of the country, ending with traditions. Many features of doing business are connected precisely with the cultural characteristics of the country or the region: the mentality of people, their habits, their history.

The word "business" in the US has become something of a household name. For many, the word "business" is associated with America. What are the features of doing business in this country? The behavior of Americans in business is determined by their character traits, the education system and leadership in general. Such traits include self-reliance, independence, the desire to compete, purposefulness and the thirst for victory. Success in America is measured by material well-being. Americans have an exceptionally professional style of communication during negotiations. If you want to open a business, America will be exactly the country where it is easiest to do this. Laws, the taxation system, the credit system: absolutely everything has been created for people to develop their own business there. In addition, there is no problem with excessive bureaucracy in the United States. Starting a business is clearly regulated in the US. If you do not register a company and work for yourself, then you simply pay taxes as a self-employed person. If you decide to open a company, then each type has its own instructions, steps. No need to collect certificates and other documentation.

There are many countries besides the USA where you can also successfully develop your business and earn a lot of money. Everyone knows that the Germans are characterized by pedantry, punctuality, rationality, frugality. During a business meeting the Germans shake hands with each other and exchange business cards. During this, do not leave your hand in your pocket because the German will consider that you do not respect him. The Germans are very organized, in business they like to discuss all issues consistently, clearly

working through every moment. During any transactions the Germans strictly adhere to the fulfillment of all obligations and require the same from others. Business partners are rarely invited to their home. One more piece of advice: do not get carried away with small talk in business, the Germans do not recognize this.

The French love to talk business over meals. A business lunch can take an hour or two, and dinner can take the whole evening. Punctuality is not inherent in the French, so being late for 20–30 minutes is normal for them. The French are great patriots, and if you use French during negotiations, they will appreciate it very much.

Also I would like to talk about doing business in Muslim countries. These countries have their own business culture and customs, sometimes not met by representatives of other countries. Five times a day, Muslims put aside any business in order to perform Namaz (a prayer). During conversations Arabs always stand at a close distance from each other, so do not step back, they will perceive it as disrespect. The Arabs had a preliminary consideration of the details of the subject of discussion before the actual start of negotiations.

Despite all of the above mentioned regions with developed economies, there are many countries in the world in which doing business is very problematic. Three worst countries to do business: Somalia, Eritrea, Venezuela. In these countries, absolutely everything is turned against the fact that people can develop their own business: high crime rate, high corruption, huge inflation, terrible economy.

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BUSINESS IN UNITED ARAB EMIRATES

Бизнес в Объединенных Арабских Эмиратах

The purpose of this work is to consider the organization of small business in the UAE and its impact on the economy. Today, the United Arab Emirates is one of the richest and most influential countries in the world. Their reputation as a global economic center attracts the attention of many foreign investors, and the variety of business opening and promotion schemes allows you to choose the most suitable option in each case. The UAE has created comfortable conditions for business development: most companies are exempt from income tax, the VAT rate is only 5 %, business can be registered remotely or even in a virtual commercial city. Entrepreneurs who have opened a company in the UAE can get a resident visa for 5 or 10 years. The minimum investment amount for this is \$136,000.