

1. Cafe — the smell of coffee, not strong and pungent, but mild. The respondents immediately produced subconscious association of a resting place, like a cafe. The same association appeared with the smell of pastry.

2. Cinema — popcorn is considered to be the basic association.

3. Perfume shop — plenty of smells: floral and citrus.

4. Hardware store — the smell of freshness, which is directly associated with laundry powder, soap; though hardware stores sell not only laundry powder, but also household chemicals, which often have an unpleasant odor. This is one of the neuromarketing metrics.

The responders also were asked questions about their olfactory associations with any event, holiday, abstract concept.

1. New Year — the smell of tangerines, pine needles, sparklers etc.

2. Wealth — wood, any dense smell, building materials.

3. Food smell — it is worth mentioning that traditional and territorial aspects play an essential role in associative connections over food smells. For instance, the food smell associations of Asian and European nationalities will differ fundamentally.

4. Church, religious holidays — candles, incense.

5. Spring — flowers, and «8th March» holiday — tulip odor.

6. Rest — roasted meat, barbecue.

The results of the survey show the occurrence of signaling connections: a particular odor is connected with a particular branch. These results can be included into a universal system that is rather predictable. Thus, some shops increased pre-New Year sales by 22 % due to spraying tangerine and pine needles aroma; aroma makes the customers stay in the department with mouth-watering smells averaging for 11 minutes longer than usual. It contributes to sales increase on average by 5–6 %. In every particular case the results may differ, but we can undoubtedly state its positive effects. Thus, we can conclude that neuromarketing and aroma marketing in particular can be prospectively used in the business sphere and can effectively influence the sales rating.

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WOMEN'S ENTREPRENEURSHIP IN BELARUS

Женское предпринимательство в Беларуси

Entrepreneurship is an independent, risky activity aimed at systematic profit from selling goods and providing services.

The development of entrepreneurship in the Republic of Belarus makes a great contribution to the development of the country's economy and allows creative Belarusians to implement new business ideas. Women's entrepreneurship is a new phenomenon that is only gaining momentum every year, affecting both the economy and the social sphere of the country.

The aim of the research is to explore the specifics of the fields of women's entrepreneurship, to create an image of a woman entrepreneur and to form a quantitative characteristic of this phenomenon.

About 60 thousand women, or 31.5 % of the total number of entrepreneurs, are working in the sphere of entrepreneurship in Belarus in 2021.

Such figures are related not only to the novelty of the phenomenon, but also to the barriers, including internal. Women may face with social pressure and family responsibilities, lack of managerial experience and stress resistance, unwillingness to take out a loan (only 10 % of loans for business development come from women entrepreneurs). Subsequently, women turn out to be more responsible and efficient borrowers.

Support for the development of women's entrepreneurship is provided by private initiatives such as:

1. Prowomen.by (invites experts from different spheres to share practical tools for running and developing their own business and establishing business contacts);
2. Belwomnet.by (an Internet project aimed at creating and developing information resources for women, establishing information exchange and strengthening ties with the international women's movement);
3. The Activia Project ("Danone" regularly provides grants for entrepreneurial ideas, as well as grants, including financial support and education, within the framework of the project) [1].

It is considered, that the most popular sectors are the service sector, culture, retail and finance. Industry, transport and construction are the least founded by women.

To the all above said the following reasons could be pointed out: women are less likely to have technical education, these industries require large initial capital, women prefer to build "domestic" relationships with their colleagues.

The official statistics inquired the most general portrait of a female entrepreneur:

1. 73 % of women entrepreneurs are between the age of 25 and 34;
2. 71 % of women-entrepreneurs have higher education and 25 % of them received the 2nd higher education to be more successful in business;
3. 96 % of female respondents consider opportunity of self-actualization, free use of time as well as financial well-being to be the main reason for starting their own business;
4. Only 24 % of women are willing to take big risks when doing business;
5. 92 % of women entrepreneurs find it difficult to start a business due to the lack of start-up capital [2].

The result of the research can be explored in several conclusions. Firstly, women are characterized by education, as well as communication and social competence, which makes them reliable entrepreneurs and respected bosses.

Secondly, barriers related to the novelty of the phenomenon and social stereotypes are quite high.

Thirdly, private business projects are being implemented in the Republic of Belarus, contributing to the development of women's entrepreneurship in the country.

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FEATURES OF DOING BUSINESS IN SPAIN AND JAPAN

Особенности ведения бизнеса в Испании и Японии

The purpose of this work is to study the basics of doing business in different countries, to identify the positive and negative sides. Compare with doing business in Belarus.

Business is the activity of buying and selling goods or services. These are business relations, spheres of influence and a certain circle of society. The main goal of a business is to make a profit and gain financial independence.

To achieve the goal, the businessman can engage in: 1) sale of goods; 2) provision of services; 3) performance of a specific type of work (for example, construction); 4) renting out real estate, transport or equipment. Here it is profitable to realize yourself in one of the following areas: construction, export-import, services, agriculture.

Let us note a few features for doing business. First of all, the management of companies and the work of their employees are based on individualism. For many who do business in Spain, it is surprising that there are not so many women among the heads of companies here. According to statistics, they own only 37 % of managerial posts. At the same time, women managers receive wages 16 % lower than their equal men.

One of the differences in the Spanish business culture is the way in which meetings of employees are organized. In most cases, their goal is to bring to everyone the already prepared position of the leadership, and not a joint discussion. Family relationships, long-term friendship and devotion are much more important than intelligence and knowledge.