

In conclusion, it is worth noting that although the difference between the concepts of "group" and "team" is not significant, it can have a key importance in the structure of the organization as a whole. The main task of management in creating a group or team is to bring together the best aspects of each form. Thus, the manager should encourage the interaction of employees, but also stimulate personal development. In this case, the goals of the company will be achieved in the best possible way.

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## **THE ROLE OF THE SPECIALIZED INTERNATIONAL JOURNALS FOR BUSINESS SOCIO-CULTURAL ENVIRONMENT**

### **Роль специализированных международных журналов в социокультурной среде бизнеса**

The aim of the article is to show the importance of the specialized international journals for the creation of the innovative socio-cultural environment in the business sphere. For this purpose, the publications of the International Journal of E-Entrepreneurship and Innovation (IJEI) will be analyzed.

The journal was created as an international forum for expanding knowledge and practice of all aspects of E-entrepreneurship and innovation in this field. Special attention has been paid and continues to be paid to innovations in E-entrepreneurship, new technologies, theories, applications and cases. This approach actively encourages the timely dissemination of advanced information in all areas of E-entrepreneurship.

The first publications determined the journal vector for many years. The main goal of the project was and remains the development of E-entrepreneurship and innovation. This kind of goal was innovative in itself. It is hard to believe, but in 2010 E-entrepreneurship was not as developed as it is today, and the richest companies were the commodity giants. At the time of the journal's founding, the process of digitalization of business in the USA was already underway, but the computing power of digital tools remained at a low level, and full digitalization of bureaucratic processes was available only to large and wealthy companies. It was thanks to the first publications in the journal that the digital revolution took place in the USA, and later in Asian countries, which in turn adopted the American experience.

In the future, in addition to informational articles, transfer of experience and insiders, the journal began to publish research in the field of E-entrepreneurship, which in turn

includes E-commerce and E-marketing. The success of the journals due to the fact that a huge number of companies and organizations working in the field of E-entrepreneurship consisted of young people open to innovation, who personally created the entire ecosystem and information field of this area in business. Most of the terms and abbreviations from the field of electronic marketing and entrepreneurship were first used in articles and studies submitted for publication in IJEEI.

The development of the journal is directly related to the news background in the socio-cultural environment. To date, the journal covers a huge number of areas of interest from the legal aspects of storing and using information, to the analysis and research of the role of religion and national culture in electronic entrepreneurship. Studies of the impact of the COVID-19 pandemic on the ecosystem of E-entrepreneurship comprised the content of the special issue. Moreover, IJEEI has a well-developed internationally valid system of concepts which makes the journal precious not only for the specialists but also for a wider audience interested in this field.

With the growing coverage of topics and the development of the journal, the team supporting the infrastructure of the journal developed. Many of the innovations under consideration were implemented by the team in their product. Thanks to the close cooperation of the journal with companies working in the field of E-entrepreneurship, many researchers and practitioners became members of the editorial board, associate editors and representatives of the international advisory council.

It is difficult to overestimate the final impact of IJEEI journal and other information projects focused on E-entrepreneurship. Those projects served for the formation of networking in the field of information entrepreneurship, created the entire infrastructure focused on the introduction of innovations and the formation of innovative products based on information technologies. Therefore, such journals as IJEEI are the real actors in creation of the innovative socio-cultural environment in the business sphere.

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## **CONDUCTING BUSINESS NEGOTIATIONS IN BELARUS AND CHINA**

### **Ведение деловых переговоров в Беларуси и Китае**

This study attempts to compare the conduct of business negotiations in Belarus and China. Since both countries belong to different types of cultures, this allows us to carry out a more comprehensive analysis of this topic.