

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.

A. Borodei, M. Veremchuk

А.С. Бородей, М.И. Веремчук

БрГУ им. А.С. Пушкина (Брест)

Научный руководитель И.В. Повх

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.

Business negotiations are one of the most important components of a successful business. Personal relationships are established gradually and highly valued in Belarus. Belarusians believe that success can be achieved only with relationships built on trust. It is also important for people of this nationality that the meeting with business partners is planned and agreed on in advance. When negotiating with Belarusian partners, it should be remembered that businessmen from this country always take a very long time to have each point of the contract approved by their supervisors.

Any business contacts with Belarusians always imply an appropriate environment, way of communication, style of clothing.

It should be noted that Belarus is a highly contextual culture. Therefore, for representatives of this country, non-verbal communication plays a very important role in conducting business negotiations. The elements of this communication include postures, facial expressions, and gestures. This helps to better perceive speech information, thereby emphasizing it. The intonation this information is presented with is also important. Speech shades certainly affect the meaning of the words spoken, the state of a person, his or her interest.

The culture of conducting business negotiations in China differs from that in Belarus. The awareness of Chinese business culture peculiarities contributes to better and more successful negotiations.

Chinese entrepreneurs will expect you to be well prepared for negotiations and attentive to the speaker. The vast volume of preparatory work predetermines the quality of the material provided. Representatives of Chinese enterprises prefer to travel in large delegations, so it is necessary to prepare at least 20 copies of all written documents. It is also important to comply with the dress code. For men, a classic suit of neutral shades is considered accepted, and women should avoid high heels and blouses with open sleeves.

An important element is the observance of etiquette. First of all, it is necessary to be punctual and avoid delays, as well as mind your manners. It is necessary to remain calm and composed. The body posture should be formal and attentive, as it demonstrates self-control and respect. The common greetings are a bow, a nod and a handshake. Chinese business executives are usually addressed by the position followed by the surname. As a rule, a delegation enters the meeting room in a hierarchical order.

One of the important and traditional points of conducting Chinese negotiations is the exchange of business cards, the design of which can be different. The most popular way of printing is on both sides: on one side, all necessary information is indicated in English, and on the other — in simplified or traditional Chinese. There are also colour recommendations for business cards: the gold colour indicates prestige, which will certainly make a good impression on Chinese colleagues.

In fact, the Chinese are very distrustful in business and any business proposal from Europeans is perceived with suspicion, so finding a good business partner can be very difficult.

Based on the above, it can be concluded that the business cultures of the countries in question have significant differences. It is because of these differences that there are difficulties in building business relationships.

V. Vlasov, A. Zharkova

В.Н. Власов, А.А. Жаркова

РГЭУ (Ростов-на-Дону)

Научный руководитель Е.С. Николаева

SPECIFIC FEATURES OF ENGLISH ADVERTISING

Специфические особенности английской рекламы

English is the most common language used in advertising all over the world. It is easy to say that the foundations of advertising techniques were laid in English advertising, because Great Britain was one of the leading countries in terms of economic development for many centuries, before the advent of the United States. Even the USA has adopted from them already developed advertising techniques. Below you will read about the most popular.

The first method is called “emotional advertising” and involves the free distribution of product samples to users. The products are offered at trade fairs, marketing events and advertising campaigns in order to attract the attention of buyers.

The second one is “advertising on the bandwagon”. This type of technique involves convincing consumers to join the number of people who have purchased this product and be on the winning side. For example: a recent advertisement for Pantene shampoo, which states: “15 million women trusted Pantene, and you?”

The third is “facts and statistics”. Using this technique, advertisers use figures, evidence, and real-life examples to show how well their product works. For example: “Lizol floor cleaner removes 99.99 % of germs” or “Colgate is recommended by 70 % of dentists around the world” or Eno — in just 6 seconds.

The fourth function is “unfinished ads”. Promoters try to play with words when they say that their product works better, but do not answer how much more than a competitor. For example: Lace — no one can eat only one or Horlicks — more nutrients per day. The advertisement does not say who can consume more or how much more nutrients.

The fifth is “approvals”. Advertisers use celebrities and real stars in the media to promote their products. Celebrities or stars approve the product by talking about their own experience with it. Recently, in an advertisement for diamond jewelry, superstar Amitabh Bakchan and his wife Jaya advertised this product. The advertisement showed how he impressed his wife by making a reasonable choice in favor of acquiring this brand. Once again, Sachin Tendulkar, the cricket star, supported the shoe brand.