

К. Korobeiko, E. Goluz
К.С. Коробейко, Е.П. Голуза
БГЭУ (Минск)

Научный руководитель Н.В. Белова

THE IMPACT OF CULTURE ON DOING BUSINESS AROUND THE WORLD

Влияние культуры на ведение бизнеса в разных странах мира

The sociocultural environment influences a person's outlook, behavior and attitudes towards many things. The same applies to work. A person grows up in a certain society and, as a result of external influences, he treats things the way his social group treats them.

Objective: Using the examples of three companies from different countries (USA, Korea, Belarus), we will show how the sociocultural environment affects doing business.

USA. The culture of this country has been shaped over many years and influenced by many peoples. Americans have developed a sense of independence, self-reliance; they are often competitive and know how to win always and everywhere. This is due to the attitudes of its citizens about the dominant position of the USA in the world, which is taught to children from a young age.

Apple Inc. — is Stephen G. Wozniak's dream, which began with the creation of his own computer. Jobs' garage is the first metro of the work of Wozniak and his schoolmate Stephen G. Jobs. Their first model was simply a working circuit board, but the 1977 version was a stand-alone machine in a plastic case — it was a start. Over the years, the founders and creators of Apple Inc. have improved their product, creating newer products. Now Apple Inc. — is a public company, one of the richest and best-known companies in the world.

South Korea. Koreans place great value on family and hierarchy. Age, company position, education, and marital status determine a person's status in society. Inferior workers must treat their elders with respect, and this also applies to foreign workers who come to South Korea.

Samsung Group is a South Korean group of companies founded in Daegu in 1938. After the war, Lee Byung Chul built up a textile factory from scratch, a sugar factory, and later an insurance business. San Yo Corporation and Samsung merged to form what is now known as the Samsung Group. After a while the youngest son, Lee Kun Hee, took over the reins of the corporation, in a departure from the oriental custom of inheritance whereby the eldest son inherits much of the family property, developing many new businesses. Today, the company continues to develop a huge number of new devices and upgrades to existing ones.

Belarus. Belarusians are creative people, so whatever they undertake, they do it with heart. In business, Belarusians tend to respect agreements and carefully guard their

reputation. Belarusians believe that a successful business can only be built on the basis of trust gained through good personal relationships.

Wargaming is a private company, publisher and developer of computer games. The company came into being with Victor Kislyy's passion for computer games development in 1995. At that time, Victor was studying at the Belarusian State University in the Physics Department. In 1998, Viktor and seven other developers founded Wargaming. August 12, 2010, was the official release of the game World of Tanks, which won many awards and became the main project of the company. In 2020 Wargaming has offices all over the world and employs 5,000 people. A special feature of this company is working in a close-knit team and making decisions together and meticulously.

Result of the study: Every country has its own norms of behavior, business etiquette and traditions. A small part of the sociocultural environment of many countries is similar, but also has certain differences. International companies are forced to adopt the culture of the countries with which they cooperate in order to avoid major conflicts. The information openness of many countries has made it possible to build business relationships between businesses.

A. Kotionova

А.В. Котионова

БНТУ (Минск)

Научный руководитель А.И. Сорокина

SOCIOCULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS

Социально-культурная среда международного бизнеса

Aim: to analyze the concept and problems of sociocultural environment in business and human life in general, to highlight the importance of sociocultural environment in international business.

The sociocultural environment is a set of values, norms, rules, laws, technologies, and scientific data accepted in society, which guide people during the process of building any kind of communication. This environment has a huge impact on humans in every aspect of their lives. It forms a person's idea of his place in the world, as well as the basic laws of the interactions between each other.

In a globalized economy, cultural sensitivity is essential. In general, it refers to the trend toward countries joining together economically, through international cooperation between businesses and viewing themselves not only through their national identity but also as part of the world as a whole. It is becoming increasingly common for multinational