

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.

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SOCIOCULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS

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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

companies to operate in cross-cultural teams, which requires them to understand the culture of their foreign markets.

Multinational companies should be aware of paramount attitudes, values, and beliefs in each country where decided to expand their businesses. Such companies are heavily influenced by several sociocultural factors like language, culture, religion, educational level, customer preferences, and the attitudes of particular societies towards foreign products and services.

They also may include changes in the demographic situation, health care and social security systems, labor mobility, people's habits, hobbies, lifestyles, etc.

International cooperation has to include these factors because people live in different countries and have various character and communication features, different aspects towards decision-making and business operation. The success of a business largely depends on the trust between the subjects, so taking into consideration the nuances of cultural and social aspects of life is very significant. According to this, cooperation is built on mutual understanding and respect. It is essential for businesses that are considering expanding internationally to take into account the language barriers, tone, and body language that could arise. In addition to that, they should keep in mind the basic customs and gestures of a particular culture and the manner in which they are commonly accepted. Behavior that might be accepted in one country may seem strange or even offensive to an individual from another country. Moreover, knowledge of the details of requests and consumer preferences in foreign countries and their further satisfaction can greatly contribute to the expansion of foreign economic activity of companies. Communication across cultures may be challenging, but embracing cultural differences with sensitivity, openness, and respect can help businesses succeed abroad.

According to Charles Darwin, those who learned to collaborate and improvise most effectively prevailed. In some respects, we are at a crossroads where partnership and adaptation are becoming the keys to survival and development in this century. So, in order to organize international business cooperation and flourish as a huge multinational community we need to collaborate and try to understand each other on a certain level.

Summing up, it can be concluded that although society and culture are not directly involved in business operations, they have a significant influence on how the business is managed, as well as what products are produced and sold. It is critical for multinational corporations to anticipate these essential elements in each host country in order to optimize their performance and profitability.