

## References

1. *Dzhamaldinova, M.D.* Tools used in information technology to improve the effectiveness of the organization's strategic planning / M.D. Dzhamaldinova // *Issues of Regional Economics* — 2021. — N 2(47). — P. 70–76.
2. Development of online-education based on the use of digital crowdsourcing technology / M.D. Dzhamaldinova // *Quality Management, Transport and Information Security, Information Technologies : Proceedings of the 2020 IEEE International Conference*. — 2020. — P. 579–583.

**A. Lesnaya, E. Grabovaya**

**А.В. Лесная, Е.С. Грабовая**

БГЭУ (Минск)

*Научный руководитель Е.О. Машкарёва*

## THE MAIN FEATURES OF NEGOTIATION IN THE UK

### Основные особенности переговоров в Соединенном Королевстве

There is a clear trend towards globalization everywhere in the modern world. Millions of entrepreneurs and businessmen conclude deals with foreign partners and investors every day. Thus, the object of this research is negotiation in the UK. The subject of the research is major features and rules of negotiating. The main aim of the following research is to learn the rules of conduct in business negotiations in the UK in order to avoid cross-cultural misunderstandings. The following tasks are set: to analyze how negotiations should start, to learn important points during the negotiations, to study different conversation techniques, and to identify how to behave after negotiations.

Business meetings remain an intrinsic feature of corporate life in the UK. Although the British have a reputation for respecting rules and for time-keeping, their cultural awareness provides some degree of tolerance when dealing with foreigners.

When conducting a meeting, the most important factor to keep in mind is the planning and preparation required to ensure that the meeting achieves its objectives. Therefore, the agenda of the meeting should clearly indicate who is invited, the place of the meeting, the date, time and what is expected to be discussed. One should also remember the “dress code”: casual clothes should not be worn at a business meeting. The clothes should be stylish, but at the same time conservative and classic like formal suits in dark colors.

The traditional greeting among British managers is a light but firm handshake accompanied by a polite greeting. However, it is not normal practice to shake hands with or greet everyone on entering a room full of people. During the negotiation process, British business professionals often approach their work in a detached and emotionless way. They

will tend to look for objective facts and solid evidence. Personal bonds have little relevance for business in the UK, which differs from other European countries.

The conversation should be concise and spoken in a calm tone. Listening more and speaking less is a feature that will characterize people positively to British partners. Most people in this country prefer to negotiate in a fairly straightforward and honest style. Negotiators in the country use pressure techniques only as long as they can be applied in a non-confrontational fashion.

A very important part of business meetings with the British is what happens after the meeting is over. One should never reject an invitation to a pub, joining their new business partner for a beer is extremely appreciated in the UK. It is a binding part of the business meeting and refusing to participate in it may seem suspicious or offensive to a partner. Negotiations can also continue during business lunch or dinner.

It can be concluded that the rules of negotiation in the UK do not differ much from other countries. However, there are some aspects that should be observed when negotiating with British business partners in order to achieve success.

### References

1. Negotiations in Great Britain [Electronic resource] // crossculture2go. — Mode of access: <https://crossculture2go.com/negotiations-in-great-britain/>. — Date of access: 13.11.2022.
2. A Quick Guide To Business Etiquette In The United Kingdom [Electronic resource] // globig. — Mode of access: <https://globig.co/blog/a-quick-guide-to-business-etiquette-in-the-united-kingdom>. — Date of access: 13.11.2022.
3. Katz, L. Negotiating International Business — The Negotiator's Reference Guide to 50 Countries Around the World / L. Katz. — BookSurge Publishing, 2006. — 479 p.

**A. Loseva**

**А. Лосева**

БГУ (Минск)

*Научный руководитель О.В. Брич*

## **OPPORTUNITIES FOR OBTAINING ADDITIONAL PROFIT FOR VEGETABLE PRODUCTION USING SECONDARY RAW MATERIALS: DIETARY FIBER**

### **Возможности получения дополнительной прибыли для овощного производства при использовании вторичного сырьевого ресурса: пищевых волокон**

The relevance of the work is to increase the profit of vegetable production, an important resource is the depth of raw materials processing, increasing the product yield per each