

**A. Lesun**

**А.А. Лесун**

**БНТУ (Минск)**

*Научный руководитель Н.П. Буланова*

## **SOCIAL AND CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS**

### **Социально-культурная среда международного бизнеса**

Culture and society are an important and main system of values, beliefs, customs, traditions and rules which people follow and support nowadays. Culture apparently affects people and creates their behavior. Also culture influences people's attitude to the environment, their work and business, of course.

There are a lot of elements of culture, which affect international business: means of communication, such as language, facial expressions, gestures, also education, religion, science, art, social communications like family, social systems and others.

One of the most important means of communication is color, because the color increases in human minds associations about cultural experience. Religion is basically one of the most important controllers of human behavior. To make the right business offer in international business and marketing, the crucial moment is to study the role of religion in the country you are going to do business.

We would like to say, that one of the most difficult problems of social and cultural part in relationships in the system of international management and business is communication between people. Particular qualities of people's behavior consist of the usual distance between people during a conversation, time, punctuality, ethics and etiquette. Behavior that is acceptable in one culture may be impossible in other countries. Customs and traditions of doing business create the environment of the international business.

In our opinion, it is necessary for any business to improve language skills to decrease language barriers and foster communication with overseas partners. A lot of multinational corporations and teams have absolutely proved this.

In conclusion, we would like to say that if we study the context of a social and cultural situation of the international business, we will find solution to a problem of highlighting crucial questions, which affect sharing entrepreneurship information with international companies. Also we need to note the importance of communicative qualities and abilities in international teams. Social and cultural environment of the international business is greatly influenced by our perception and stereotypes.