

8. Russian nature (4 %);
9. The definitions of Russia (3 %);
10. Russian gastronomy and cuisine (2 %).

Consequently, we got a cognitive structure that includes 10 cognitive schemes that reflect the main directions of understanding Russia from the perspective of Belarusians' linguistic consciousness. It follows the fact that Belarusians characterize the concept of RUSSIA: 1) through the prism of subjective assessment and attitude to the fraternal country (*big 35, power 8, different 4*); 2) as country with the particular cultural heritage (*history 6, Russian literature 2*); 3) by defining the relations between Belarus and Russia (*neighbors 45, friend 14, union 9*).

The results of our research can have a great practical and social significance during the construction of solid business relations. Likewise, the results may be in demand during further development of the problem of mutual perception of countries and peoples in the field of intercultural communication.

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## **INFLUENCE OF SOCIAL AND CULTURAL ENVIRONMENT ON INTERNATIONAL BUISNESS**

### **Влияние социально-культурной среды на международный бизнес**

Modern innovative projects have made significant changes in modern life. But did you know that international business began more than five centuries ago? Development of commodity and monetary relations involved more and more merchants in international business. Development of industrial production led to the stimulation of the world business.

The very phrase «international business» says that it interacts with a huge number of countries. Consequently, in international business there is an intertwining of many national cultures. Culture affects all spheres of human life, it is quite difficult to understand, but international companies need to explore it in order to do business successfully. Socio-cultural factors tend to change from time to time, this may entail a kind of threat, and therefore, companies will need to change their strategy to find new effective approaches to their clients. Otherwise, if the company does not respond in any way to the changes, the company may lose its status.

So, what is the socio-cultural environment in business? This is a part of the company's external marketing environment where changes in the value system society influences its marketing efforts as well as those specific to all members of society, common features of behavior and thinking.

At present, the main issue is the communication of national and international factors, because international companies try to adapt their strategy to all the countries where they develop their business. But, unfortunately, without taking into account national particularities, almost any strategy will turn out not working, therefore, developing a strategy of adaptation to the market may need to make changes in different areas of the brand to reflect local culture and socialization. An adaptation strategy can embrace something simple, like changing the brand's slogan, more suitable for local culture, or the introduction of a new product line specific to a country. This step can significantly affect the efficiency of foreign business and its competitive position in the new market.

The impact of local culture is extensive. It affects everything without exception: the management of employees, the speed of doing business, the number of transactions concluded.

In this way, the full perception of local business practices is of primary importance for the success of international business. Unfortunately, many companies enter new markets without in any way familiarizing themselves with the traditions of doing business in the host country, and are rapidly facing problems in attracting new shareholders and employees.

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## **APPLICATION OF CRM SYSTEMS IN INTERNATIONAL BUSINESS**

### **Применение CRM-систем в международном бизнесе**

CRM system is a software for an organization designed to automate the processes of interaction with customers, increase sales and improve customer service.

The relevance of the search and use of innovation by organizations is becoming an increasingly significant task every year. There are two main factors that motivate innovation: the overall growth of the competitiveness of organizations and the formation of effective client relationships, which ensure the profitability of the company. Today it can be enhanced by using CRM system or Customer Relationship Management System, which prove its effectiveness in various organizations every day.