

6. Christy, A. Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement / Ashley Christy, Tracy Tuten // Psychology & Marketing. — 2015. — № 32(1). — P. 15–27.

7. Can't Read, Won't Buy In Figures [Electronic resource] // CSA Research. — Mode of access: <https://csa-research.com/>.

8. The Most Popular Languages for Game Localization [Electronic resource] // Alconost Inc. — Mode of access: <https://alconost.com/en>.

P. Zharikova, K. Konoshevich
П.С. Жарикова, К.А. Коношевич
БГЭУ (Минск)
Научный руководитель Н.С. Петрова

FEATURES OF DOING BUSINESS IN NORWAY

Особенности ведения бизнеса в Норвегии

The purpose of our research is to find out the principle features of doing business in Norway. As for foreigners, it is important to take into account some legislative aspects when opening your company. That is why we will also provide information on how to organize your business, where to start and what pitfalls can you expect.

Norway is a relatively small country, still it doesn't care about foreign policy and the arms race. And it is this circumstance that allows us to focus on internal well-being, which is why the Kingdom rightfully ranks first in terms of living standards in the list of countries in the world. The local government devotes a lot of time to the development of small businesses. Any citizen can open his own business with the support of the state and adequately provide for himself and his family. Company registration in Norway is fast and compliance with tax laws is relatively simple. The maintenance of the new company is also quite simple and not very expensive when located within Europe.

Here are the advantages of doing business in Norway: 1) Great for online campaigns, as all communication with government agencies is carried out in digital format; 2) The focus of government support is on the technology business; 3) The country's labor market is filled with highly qualified employees in the field of IT, finance, design and music technology; 4) Entrepreneurs have access to production expertise, investors and creative talents; 5) There is high economic and state stability in the country; 6) Norway has developed long-standing trade ties with the European Union and individual European countries; 7) Communication and transport infrastructure are well developed here.

There are also several disadvantages: 1) Obtaining a construction permit on behalf of a newly registered company can be lengthy; 2) The norms of the country's labor legislation are quite strict, which is compensated by the availability of highly qualified personnel.

Conducting illegal business in this country is a forbidden topic, a foreigner may face not only expulsion from the country, but also the imposition of criminal penalties, and this together with the confiscation of the business. It is better to start doing business legally right away. Business in Norway attracts foreigners because the government of this country is actively supported by the state and support funds. You can buy a ready-made business or register a new organization if a Russian has decided to enter the foreign market. The first thing that catches the eye when studying the local working environment is the calm and unhurried actions of entrepreneurs. People in Norway are laconic and have a clear idea of the sequence of their actions. Norwegians are restrained in everything: in communication, in food and in the conduct of their business. Entrepreneurs value professional teamwork. Norwegians prefer to do business without too much fuss, observing business etiquette and with the condition of transparency of all transactions. Of particular importance is the transparency of tax payments and compliance with normal competition, conducive to economic development. Norwegians are quite conservative and treat foreigners with a degree of distrust. The order of negotiations deserves special attention.

Thus, we can say that Norway is a good country to start a business and become an entrepreneur. It has developed long-standing trade ties with the European Union and individual European countries. It has an attractive tax regime. Communication and transport infrastructure are also well developed here. To organize a legal entity in Norway, financing of a small authorized capital will be required.

S. Zhuravleva

С.А. Журавлева

БГЭУ (Минск)

Научный руководитель А.В. Коньшова

**TATYANA BAKALCHUK, FOUNDER OF THE ONLINE STORE
WILDBERRIES, IS THE RICHEST WOMAN IN RUSSIA**

**Татьяна Бакальчук, основатель интернет-магазина Wildberries, — самая
богатая женщина России**

It is necessary to underline that one of the most successful women managers in the world is Tatiana Bakalchuk. She is a Russian entrepreneur, the founder and CEO of the company “Wildberries”.