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THE ROLE OF SOCIAL FACTORS IN INTERNATIONAL BUSINESS

Роль социальных факторов в международном бизнесе

Socio-cultural environment is a comprehensive set of values, accepted in the society of various norms and rules, laws, technologies and scientific data, which guide a person in building any kind of communication.

The purpose of this paper is to identify the main features of the influence of socio-cultural on the development of international business, in particular at the present time.

First of all, socio-cultural environment influences many spheres of social life, such as socialization, general cultural reserves of knowledge, artistic and emotional sphere of perception of reality, satisfaction of demands of leisure. In addition, it forms a person's idea of his place in the world, basic laws of the environment. In fact, the socio-cultural sphere determines the moral guidelines of the individual, the programs of behavior in society.

A narrower understanding of sociocultural environment characterizes it as a communicative and informational component of society's life. Obviously, human development occurs only in interaction with other people, or in the process of socialization. Therefore, outside of society, the formation of a person as a personality is impossible. From this follows the main characteristics of the social environment: social structure, material security and other elements.

The current economic situation is such that more and more attention is paid to the importance of social stability of society. Investing in human capital, creating conditions for economic growth and development help not only to solve social problems, but also to strengthen the economy at the national and international level.

In addition to the state and large international corporations, individual entrepreneurs can also participate in international trade. The active use of the Internet and the resulting digitalization of the economy have created all the necessary conditions for the development of international transactions of the "person-to-person" model, where purchases and sales are made by individuals. But in addition to covering all sales and purchases, international business also includes business transactions that require crossing national borders. This determines its distinctive features, the main of which can be called the absence of territorial restrictions, high economic efficiency, global coverage.

The forms of international business depend on the type of transactions concluded between the parties. Export-import trade in finished goods and services, investment in foreign projects are the main forms of entrepreneurship in international practice. World-class business promotes technological globalization and strengthens ties between national economies.

Entrepreneurship is influenced by various factors, both internal and external. Its formation can be influenced, for example, by socio-cultural factors, which include changes in the demographic situation, level of education, health care and social security system, lifestyles and values of the population. It is also worth noting that most of the values are formed due to historical, political, social events in the country. Economic, trade, technological and other factors also play a significant role there.

It follows from the definition of "trade" that it is a relationship of purchase and sale that develops between entities. International business, in turn, covers subjects belonging not only to different national economies, but also to different socio-cultural spheres. In the interaction of such subjects, there is the so-called "intersection of cultures". It is the information openness of most countries that has made the possibility of building international business more accessible.

Based on this we can safely conclude that the success of business largely depends on the trustworthiness of the relationship between subjects. Therefore, understanding the subtleties of cultural and social aspects of life has always been, is and will remain undeniably important.

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**FACEBOOK CHIEF OPERATING OFFICER SHERYL SANDBERG.
THE WOMAN, WHO COULD**

**Главный операционный директор Facebook Шерил Кара Сандберг.
Женщина, которая смогла**

Sheryl Kara Sandberg was born in 1969 in Washington, D.C. to Jewish parents Adele (Einhorn) and Joel Sandberg, she is the eldest of three children in the family. Her father was an ophthalmologist and her mother taught French in college.

When Cheryl was two years old, her family moved to North Miami Beach, Florida. She attended North Miami Beach High School. She graduated from high school in 1987, finishing 9th in her class.

In the same year, she entered Harvard College. In 1991, she graduated summa cum laude from Phi Beta Kappa with a Bachelor of Arts in Economics and was also awarded the John H. Williams Award for Top Alumnus in Economics. While at Harvard, she co-founded Women in Economics and Government. She also met Professor Lawrence Summers and became her national curator.