

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.

A. Struzhinskaya

А.А. Стружинская

БГТУ (Минск)

Научный руководитель А.В. Коньшева

**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.

She entered Harvard Business School in 1993 and graduated in 1995 with an MBA with honors. Cheryl then worked as a management consultant for McKinsey & Company for about a year after graduation. From 1996 to 2001, she worked for Lawrence Summers, where she assisted the Treasury Department with debt relief for developing countries during the Asian financial crisis. In 2001, she joined Google where she was responsible for online sales of Google advertising and publishing products, as well as sales of Google consumer products and Google Book Search. During her time at Google, she grew her advertising and sales team from 4 to 4,000 people.

At the end of 2007, at a Christmas party hosted by Dan Rosensweig, Cheryl Kara Sandberg's life was at a turning point. Namely, she met Facebook co-founder and CEO Mark Zuckerberg. At the time, there was no official search for a COO position, but Zuckerberg believed Sheryl was the perfect fit for the position. Facebook officially announced in March 2008 that Sandberg was now the COO of Facebook. After joining Facebook, Sandberg began to come up with various plans to make the company profitable, and according to Facebook, she also handles the company's business operations such as marketing, sales, HR, business development, communications, and public policy. In 2012, she was selected and named to Facebook's board of directors, thus becoming the eighth member and the first woman on the board. Also in 2012, Sheryl Kara Sandberg was included in Time magazine's annual list of the 100 most influential people in the world. Time 100 is a list compiled annually by one of the most famous Time magazines, which was first published in 1999. On Forbes magazine's 2021 billionaire list, Cheryl's net worth is \$1.7 billion.

In August 2022, she went on record as stepping down as Facebook COO, but the contributions she made will always be remembered.

Summing up, we can say that Sheryl Kara Sandberg is an American businesswoman, billionaire and philanthropist. The woman who proved that the impossible is possible.

D. Tulup

Д.В. Тулуп

БГЭУ (Минск)

Научный руководитель К.А. Белова

FEMALE EXECUTIVE IN INTERNATIONAL BUSINESS

Женщина-руководитель в международном бизнесе

Currently, a progressive society lives in a post-patriarchal era. That is why the outdated system of distribution of social roles is still used in the international business environment. At the present stage, many countries have a tendency to promote women in absolutely all