

V. Krivosheina, A. Kuchinskaya
В.А. Кривошеина, А.В. Кучинская
БГЭУ (Минск)
Научный руководитель Е.О. Машикарёва

PECULIARITIES OF DOING BUSINESS IN BELARUS AND CHINA

Особенности ведения бизнеса Беларуси и Китая

China is one of the major production sites with good conditions for doing business, so for the Republic of Belarus such cooperation will be useful for reaching a new economic level. However, there are significant differences between the business cultures of China and Belarus, as a result of which there may be a number of difficulties related to joint business. Thus, the object of the study is the business cultures of Belarus and China. The subject of the research is ethical features of doing business in these countries. The main purpose of the following research is to demonstrate the similarities and differences in doing business in both countries, to identify the prerequisites for successful business communication. In order to achieve the goal of the research, the following tasks are set: to analyze the scientific literature on this topic, and to offer some practical advice towards the goal of establishing successful business relationships between the two countries.

The study has revealed that, based on traditional teachings such as Confucianism and Taoism, in business negotiations, the basic components of Chinese business ethics are patience and orientation towards harmonious relationships. In this regard, at the first meeting with a business partner from China, one should not start discussing working issues immediately. The meeting should also be held in an informal setting. Gifts can play a significant role in partnership with China as a sign of respect to the person with whom you are going to conduct business negotiations. The sign that everything will go well and the meeting will be successful is if you receive a present from a Chinese partner which guarantees his interest in cooperation with you. According to Confucianism, there are 4 main postulates as the basis for building a business: direct belonging to a certain group, great dependence on this group, family ties, relationships with many people endowed with some power. Relying on the above postulates, Chinese businessmen prove their loyalty and honesty, therefore, Belarusians should understand and take into account these moral principles and obligations that exist in China.

On the other hand, Belarus is known as a country of open and tolerant people. Its long and complicated history formed the following qualities in Belarusians: patience, love of freedom, and patriotism. In doing business, the principle of trust is also used as a method of building successful business relationships. Unlike China, the first meeting takes place in an official setting. If a partner wants to make changes to the contract, re-approval is required, which takes a lot of time. Comparing Belarus and China, Belarusian businessmen do not

have such tendencies as informal communication before a deal, giving attention as gifts, which could guarantee interest in cooperation. Belarusians are pragmatic and think rationally, which will be the best option from the proposed ones to bring the country to a new stage of development.

In conclusion, despite the significant differences between the two countries with different mentalities, businessmen from both Belarus and China, having common goals like creating a common business space, increasing GDP, stable economic growth and price levels, and also employment of labor resources, should try to overcome communication barriers. These can be achieved by observing and respecting cultural peculiarities of both Belarus and China.

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E. Krutenko

Е.В. Крутенко

БНТУ (Минск)

Научный руководитель Н.П. Буланова

FEATURES OF DOING BUSINESS ABROAD

Особенности ведения бизнеса за границей

The unstable economic situation in Belarus makes many entrepreneurs think about starting their own business in other countries. Moreover, there are all the possibilities for this, and business development is only welcome abroad. If in the Republic of Belarus its share in GDP is no more than 25 %, then in countries such as Germany, France and some others it reaches 70–80 %. Such figures indicate that it is profitable to develop your own business abroad. Moreover, it is beneficial not only to the entrepreneur, but also to the country in whose economy he invests. A new business is not only jobs for the population, but also tax payments that go to the country's budget.