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FEATURES OF DOING BUSINESS IN BELARUS WITH FOREIGN BUSINESS PARTNERS

Особенности ведения бизнеса в Беларуси с иностранными деловыми партнерами

Each country has its own mentality, its own rules and etiquette. In business, the rules of conduct are slightly different, but they are still different for each country. Foreign experience shows that what is accepted in Belarus may not be accepted abroad and vice versa, so you should study the etiquette in advance.

The purpose of this scientific work is to consider the general features of negotiating in Belarus with foreign business partners, innovations that help simplify their conduct.

At present, the tasks of modernizing the economy of the Republic of Belarus, in order to strengthen its competitiveness are relevant. A number of measures will be introduced to develop the educational services market, simplify the rules for doing business, develop a system of employee motivation and, which includes this topic, successfully enter into negotiations with foreign companies. This was done with the aim of raising the level of new technologies, gaining new experience, and strengthening ties between countries.

Before starting cooperation with foreign partners, one should study business etiquette, mentality, traditions, as well as the specifics of doing business in their country. It is known that more than 60 % of business opportunities are not realized due to cultural differences, misunderstandings and inability to agree. In order to avoid this, you should collect as much information as possible on the following points: greeting; appearance; interpersonal relationship; sign language; visual contact; the language of communication; present; table etiquette; the level of formality; expression of emotions; silence and pauses. It is important to understand that if you do not know the language of your partners, facial expressions and gestures come to the fore, which are one of the most important points to study before negotiations.

The more prepared you are and the more you know about the specific mentality of your foreign business partners, the more successful your negotiations will be. You should know some basic rules, for example, business meetings usually take place in a business setting, so you should match the outward appearance of this event: dress smartly. Build trust with your business partners. An interesting fact may be that you should not refuse food or drinks that are offered to you, this can cause negative emotions on the part of your partners. You need to be prepared to bargain, as in certain countries this is very welcome. It is important before

the negotiations to choose the right place for the meeting, to set the goals and objectives of these negotiations.

What innovations contribute to the simplification of negotiations? An example of innovation with foreign companies can be the introduction of a smart contract. Its purpose is to realize a commercial operation through a computer network without the participation of intermediaries. The parties sign a smart contract using methods similar to signing a send of funds in live cryptocurrency networks. After signing by the parties, the contract is saved and comes into force. Now this topic is very relevant, and is gradually being introduced to Belarus.

Thus, the use of a competency-based approach in negotiations will allow us to systematize the processes of successful negotiations, providing a profitable, satisfying end for both parties, and innovations can take us to a new level. Considering all these factors it should be noted that entering into business contact with foreign business partners, you are always a representative of not only your company, but also your country.

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FEATURES OF DOING BUSINESS IN KENYA

Особенности ведения бизнеса в Кении

Every year, there are fewer and fewer opportunities for setting up and doing business in the world: most markets are oversaturated with manufacturers and a variety of goods. Entrepreneurs seek to explore new markets for goods and services. Thus, the issue of determining the features of doing business in African countries, for example Kenya, where the business sector is in a state of development, is becoming increasingly important.

The purpose of this scientific work is to analyze statistical data and highlight the benefits for doing business in Kenya.

Doing business is measured by the following metrics [1]: ease of starting a personal business (starting business, hiring staff); comfortable business location (dealing with construction permits, getting electricity, registering property); assessing finance (credit, protecting minority investors); dealing with day-to-day operations (paying taxes, trading across borders, contracting with the government); work in a safe business environment (enforcing contracts, resolving insolvency).