

These are the main methods that advertisers use to promote their product. Several different methods are used for online advertising, such as: web banner advertising, in which a banner is placed on web pages, content advertising that uses content to advertise a product on the Internet, link advertising that provides links to various sites for direct visits to the product's website, etc. Definitely, all these functions are being used more and more in different parts of the world due to the politics of globalization, but the root of the methods is based on the island of Great Britain and its colonies, which are now lost.

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SOCIAL AND CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS

Социально-культурная среда международного бизнеса

The purpose of the research is to consider the main differences in national cultures, the problems of international business communication and their solution.

Culture is a system of beliefs, customs, values and prevailing attitudes. People's behavior is determined by their culture. The relationship between two business partners or other persons from different countries takes place at the intersection of two cultures. They may have problems as a result of misunderstanding or insulting the feelings of the opponent, because what is accepted in one culture may not be permissible in another.

Among the main elements of culture are: religion, education, means of communication (language, facial expressions, gestures), social structure, science and art. Before a business meeting with foreign persons, it is recommended to study the peculiarities of religion in a given country in order to avoid mistakes and make the right decision.

In the peculiarities of the behavior of people of different nationalities, the following can be distinguished: time and punctuality, etiquette and ethics, the permissible distance between people.

In the communication of people in the international business system, problems often arise, for example, language barriers: experience shows that mastering national languages is a useful and integral part of multinational companies. To make a good impression and feel comfortable, international managers learn the intricacies of non-verbal communication. Sometimes people perceive people incorrectly based on their own culture and succumbing to stereotypes. To avoid this, which happens due to different clothes, shoes, behavior before eating and other things, it is necessary to study the culture and customs of different countries,

otherwise, even through non-verbal communication, people will understand that you perceive them differently, which may affect international business relations.

We can conclude that international companies should develop a specific area of activity aimed at building the image of the country by training official representatives of companies to communicate with foreign partners.

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THE IMPORTANCE OF CREATIVITY IN MODERN BUSINESS SPHERE

Значимость креативности в современной бизнес-сфере

These days, creative thinking is valued not only in creative professions, but it is no less important in business, because a creative approach helps to solve problems and challenges more quickly, interestingly and efficiently. Companies around the world are actively seeking creative people who can effectively communicate their ideas for better business development.

The purpose of the article is to explain the idea and features of creativity and creative thinking in modern Business sphere, as well as to explore the influence of creativity on the company's success, using research and statistical data.

Creativity and creative thinking become quite tangible and measurable. For example, an American business and employment-oriented online service Linkedin named creative thinking as the most in-demand skill today. Other researchers have also placed creativity as one of the top three qualities required to run a business (along with critical-thinking and problem-solving).

Encouraging creativity in the workplace can help to boost business success. Creative thinking allows individuals to develop extraordinary and innovative ideas, it challenges norms and old ways of thinking. These behaviors can help businesses to create products, services and other offerings that differentiate themselves from their competitors.

A 2010 IBM Global CEO survey highlighted the paradox of our time: most directors place creative thinking above the other qualities needed to achieve business goals.

Today's Businesses frequently operate in conditions that are continually changing. As a result, when new problems arise, professionals must quickly appraise them and devise plans of action. With creativity, businesses can not only meet the existing challenges but also think ahead. By using frequent brainstorming or creative-thinking procedures, these