

culture. Organizations can use the following cross-cultural training techniques: environmental briefings, orientation in culture, language training, field experience.

Undoubtedly cross-cultural differences are an essential issue nowadays. But before turning to this issue and speaking about working across cultures, we should first turn to our own business culture. The workplace should not be something that people dread every day. Employees should look forward to going to their jobs. Happy employees are more productive; they work faster and, therefore, lead the company to success. So it's worth the investment for companies to build and nourish their culture. The main elements that make company's culture cohesive are hiring people who fit the culture, having employees know the values and the mission of the company, knowing that good decisions can come from anywhere, and building relationships between all members of staff based on mutual trust and respect.

So working with cross-cultural diversity has its advantages and disadvantages, may create complicated problems, but at the same time may lead to success. That's why it's up to each company and organization to decide whether to take on this challenge and learn to integrate diversity into all aspects of work, or to stay away of it. But a company can't be successful in the global workplace if its corporate culture is weak and fragmented.

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## IS THERE PLACE FOR ALTRUISM IN BUSINESS?

Most often we associate business with profits rather than with selfless actions. However, today the idea of altruism in business – through donating, social responsibility policies and other “non-for-profit” actions – is gaining popularity among business people. The most vivid examples are Andrew Carnegie, John D. Rockefeller, Bill Gates, Jack Ma, Richard Branson, Pierre Omidyar, who donated millions of dollars of their fortunes. Moreover, many of these people promote the philosophy of giving and emphasize the necessity of giving money away, especially when one possesses a lot. As

Andrew Carnegie, who was the world's second richest man in the 19th century and gave his fortune, put it, “The man who dies rich dies disgraced”.

Many people consider these actions factitious, hypocritical, and two faced. However, one cannot but get impressed by the level and scale of donations. Thus, the question of what motivates these people to act altruistically is worth investigating. It has become the aim of the present research.

For this purpose we will analyze the cases of such impressive steps taken by leading businessmen of the world. The study focuses on these people as they are considered trend-setters in their field; moreover, their experience, work practices, approaches to management, human relations, soft skills, and life philosophy in general are rather widely described.

The aim of the research is, on the one hand, to look into their life philosophies and principles, expressed in the interviews, books and articles of these people to find out what motivates them to act so. On the other hand, the study explores various ideas about the place for altruism in business and the reasons for the richest men of the planet to donate.

Another question to consider is the public attitude to this notion. To reveal it a survey among the university teachers and students of business and economics is conducted.

Thus, we will attempt to provide an overall view on the phenomenon of altruism in business, its connections with the life philosophy of the people involved as well as its possible influence on the society in general as we believe that such acts facilitate cooperation between people across cultural, national and religious boundaries. Thereby, it helps overcome various global problems, such as global financial instability, environmental deficiencies, extreme poverty and terrorism.