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MIND-SET AS A FACTOR OF INTERACTION BETWEEN NATIONS

МЕНТАЛИТЕТ КАК ФАКТОР ВЗАИМОДЕЙСТВИЯ МЕЖДУ НАЦИЯМИ

The purpose of this article is to consider the role played by cultural mind-sets during the conduct of any transaction. The issue of international co-operation is fundamental to any business, not only in terms of economic and political factors, but also interpersonal factors. These days it is essential to pay heed to social and cultural considerations in the successful conduct of international business. At the forefront are individual motivations and interests. Lack of understanding with regard to the goals and intentions of one's business partner can lead to the loss of business connections, with a consequent impact on the country's economy. Cultural considerations encompass many aspects of the life of a state, but we will focus in particular on the importance of mind-sets.

A mind-set is a set of mental, intellectual and cultural characteristics, values and attitudes inherent in a social or ethnic group, nation, people or nationality. The imprint of a mind-set is superimposed upon the national economy of a country by means of the behavioural patterns of its economically active population. A particular mind-set will predispose an individual person towards a given type of behaviour during the process of reaching business decisions. It is important to pay heed to American utilitarianism, German prudence, Chinese collegiality and Italian energy. No country will depart from habits formed over the centuries. A country which pays proper attention to the mind-sets of others will hold all the trump cards in the game of establishing influence. Problems associated with concluding discussions at an international level arise from lack of understanding with regard to national mind-sets. It is worth treating Arab countries carefully, bearing in mind their intense preoccupation with their own nations, and their rejection of any light-heartedness in that respect. Many countries seeking business partners or a location for expanding an existing business will look to cultural similarities.

We can liken a country to the human body. Pain or discomfort can give rise to problems within a particular organ. It is clear that having found the cause, we can move to resolve it because we more or less understand what is happening. In the same way, countries with a similar mind-set will find it easier to collaborate with each other, knowing how each other thinks. It is important to take the Belarusian mind-set into consideration. Belarus occupies a strong position on the world stage,

expanding its businesses abroad by means both of exports and of imports. The success of many business deals is attributable to the Belarusian mind-set. Belarus's geographical location has provided the basis for shaping its mind-set. Persistence in achieving its aims, an open disposition and a sense of hospitality best express this mind-set. Above all, its key approach is an open attitude to goal setting and the establishment of final negotiating positions. It is worth reflecting on the scrupulousness of the Belarusian mind-set. This results in a lengthy contractual process which is reinforced by agreement on each individual clause at the highest levels of management.

As partners, Belarusians are well known for their friendliness, the straightforwardness of their outlook and speech, their openness and their trustworthiness. This reputation points to Belarusians as easy people to negotiate with. What is most important is that the terms of a contract should satisfy each country. Such a stipulation will prevent the obstructive consequences of any misunderstanding.

In conclusion, we would reiterate that without the application of knowledge regarding the characteristics of particular mind-sets, it is impossible to identify allies, to promote one's products and services in a new market, or to strengthen one's impact. What is more, this type of knowledge is a readily available resource within the infosphere.

Reference

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DO THE ACTIONS OF COMPANY MANAGERS AFFECT THEIR SUBORDINATES' MOTIVATION?

ВЛИЯЮТ ЛИ ДЕЙСТВИЯ МЕНЕДЖЕРОВ НА МОТИВАЦИЮ ПОДЧИНЁННЫХ?

The purpose of this research was two-fold. Firstly, it sought to examine if the actions of company managers affect their subordinates' motivation and, if so, what actions affect their motivation.