lowing basic components of the Chinese business negotiations: patience, focus on harmonious relations and survival instinct.

China is not just another country, it is another world, another universe with a different understanding of good and evil, with completely different concepts and laws. The clearer you understand it, the easier and faster you will be able to find a partner in China.

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INFLUENCE OF RELIGION ON BUSINESS
IN DIFFERENT COUNTRIES AND REGIONS OF THE WORLD

The purpose of the research is to study the influence of religion on business, business relations, employee-employer relations and on marketing policy. The result of the research is to identify the effect of religion on business and recommendations for avoiding conflicts on this basis. Religion is one of the most important aspects of life in any society. Religion determines the means of establishing contacts between members of one society, as well as between representatives of different societies.

The influence of religion on the activities of international companies has its own specifics in each country depending on its legal system, homogeneity of religious beliefs of citizens as well as tolerance for other religious beliefs.

Among other things, religion affects the composition of goods purchased by believers as well as seasonal patterns of consumption.

The percentage of believers among the richest businessmen in the world is 64%. The richest businessmen in the world adhere to Christianity (37%), Judaism (11%), Hinduism (7%), Islam (4%), Buddhism (3%), Shinto (2%).

For example, there is strong political pressure in Saudi Arabia to preserve religious traditions. It is impossible to exaggerate the importance of understanding the principles of Islam for businessmen engaged in international business, as well as the role of
these principles in the processes of export of products, their production, marketing and sale of goods on credit in the market of Saudi Arabia.

In Saudi Arabia, work is suspended five times a day when believers need to pray to Allah. It would be foolish for a non-Muslim Manager to object to such a practice, even if it leads to a decline in production. Foreign businessmen should be especially tactful with their Saudi partners during the Holy month of Ramadan, when Muslims abstain from food from sunrise to sunset.

In conclusion, it is worth mentioning that religion is important not only in daily life, but also in such spheres as business and marketing. That is why employers and international companies should take into account the special religious traditions of their employees as well as they should be careful while working out marketing policies in different countries and regions.

References

