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.

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FEATURES OF DOING BUSINESS IN JAPAN

ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА В ЯПОНИИ

Goal: to get acquainted with the characteristic features of the business sector for Japan, find significant models that can be applied for successful business in other countries and regions.
Japan is one of the leading countries in various fields. Especially if we are talking about modern technology, medicine, industry and, of course, the economy.

To begin with, there are four fundamental differences between Japanese and Western business systems. There, a company is a group of people where everyone is a partner (not an employee). The main feature of the corporate culture of Japan is life-long hiring. Companies do not “buy” special skills, but intellectual potential, employee training.

As for control, the group has a goal to achieve, and team members themselves decide how to distribute the tasks. Management supervises them at intermediate stages.

Companies are also characterized by corporate meetings at which all employees are present. At such training camps, a sort of “debriefing”, criticism, and the development of new strategies and plans take place.

In Japanese corporate culture, the employee is considered the greatest value for the company, the relationships in the team are based on mutual trust, cooperation, support in solving problems. Employees, in turn, are loyal to their company. Each employee is convinced that the success of the company depends on his actions.

Japan’s strong consumer market makes it an ideal location for test marketing new products as well as providing a strong market for established brands. Unemployment is relatively low, hovering near 3.5 percent, and consumers have relatively high levels of disposable income. They can easily discern the cost benefits of a certain product over a lesser performing model.

Japan ranks No. 3 globally for total R&D investment (around $ 147 billion). Japan actively uses patents, tests them and makes innovative impulses in production, which affects the economy very well.

Japan has a strong infrastructure. It can boast of 175 airports, 16 heliports, 17,000 miles of railways, 1,100 miles of inland waterways and almost 760,000 miles of paved roads.

Workforce is extremely learned as well. There are over 600 high quality universities in Japan. With this level of education comes the understanding of the importance of the advancement of the collective.

In fact, having analyzed all this, we can say that if you succeed in Japan, you can succeed anywhere. But at first glance, Japan may seem like a rather closed country in order to do business there. Taxes, red tape, language and relationship barries can scare you.

Actually, Japan’s business culture isn’t as challenging as many businesses believe. Patience, integrity, respect for their business customs and a long term view to business success are the main ingredients to succeed in Japan.
Belarus can borrow a lot from Japan in terms of building a business. The use of new technologies, self-development and raising the level of education are the things that would help to raise the level of both business and the country’s economy as a whole.

Results: having examined the specifics of Japanese business, we can say that the cause of success is the industriousness, dedication and determination of workers, as well as the presence of a certain atmosphere, which makes the Japanese economy one of the best in the world.

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ANALYSIS OF CONDITIONS
FOR ENTREPRENEURIAL ACTIVITY
IN THE REPUBLIC OF BELARUS AND THE REPUBLIC OF KAZAKHSTAN

World Bank Group annually publishes the Doing Business rating, showing the complexity of starting up and running your own business in different countries of the world. This rating directly reflects the level of the business climate in the country, which affects the inflow of investments and has a positive impact on the living standards of the state.

The purpose of this research is to analyze entrepreneurial activity in the Republic of Belarus and the Republic of Kazakhstan and to compare the business climate in these countries.

Doing Business presents quantitative indicators on business regulations and the protection of property rights that can be compared across 190 economies — from Afghanistan to Zimbabwe — and over time. Regulations affecting 12 areas of the life of a business are covered: starting a business, dealing with construction permits, getting