

For international organisations cultural interaction is a growing challenge — both internally and externally. Managed well, it can boost performance and competitiveness enormously. Companies are faced today with the challenges of globalization.

Scientists outline the importance of business meetings and events to network and look for companies that might want one's offering or to be a visitor and identify potential international clients and competition.

We use Hall's low- and high-context communication style, Geert Hofstede's Cultural Dimensions study and Lewis' model to compare countries on cultural similarities and differences. To interpret the results of research we've compared it with ICCA statistics report 2018 and Forbes Best countries for business ranking. The most striking result is qualities inherent to USA, European Germany and France cultures favorable to developing MICE-industry and ones inherent to UK culture are acceptable for strengthening the business community, other things being equal.

As we have background to explore MICE-tourism in Belarus we figured out its strengths such as stability, hospitality, geo location, international political and economic cooperation, presence of world class business tourism venues, weaknesses — absence of convention bureau, lack of competence, in-/outbound tourism, Belarusians' inaptitude to travel, threats — hard-to-enter market, absence of national identity and fundamental government support, transport prices and monopoly for foreigners, opportunities — perspective venues for MICE-events, lifting visa restrictions, natural and architectural uniqueness.

It's important to learn how to deal with cross-cultural differences during MICE-events, how to plan, organize and run them. The key to global commercial success is knowledge.

### References

1. Best Countries for Business List [Electronic resource] // Forbes. — Mode of access: <https://www.forbes.com/best-countries-forbusiness/list/>.
2. ICCA world [Electronic resource]. — Mode of access: [www.iccaworld.org](http://www.iccaworld.org).

***Е.Г. Казакова, Д.А. Мельченко***

*БГЭУ (Минск)*

*Научный руководитель — С.С. Дроздова*

## FRANCHISING IS A MODERN FORM OF DOING BUSINESS IN THE REPUBLIC OF BELARUS

Today, there are many different forms of doing business. One of them is franchising, which is quite popular in many countries of the

world, and Belarus is no exception. Moreover, franchising has long been recognized as an effective business model that can significantly reduce entrepreneurial risks. According to statistics, when starting a business on their own, out of 10 companies, only 3 survive, while with franchising, “survival” increases to 8 out of 10. Franchising refers to this type of relationship between market entities, when one side transfers to the other side the right to a certain type of business for a fee using the developed business model for its conduct. To put it in a nutshell, an individual buys from a well-known company the right to conduct a franchise business on behalf of such a company. A vivid example of running a franchise business is the McDonald’s fast food restaurant, which is distributed worldwide [1].

Why is franchising so popular? Everything is simple: money in a franchise business can be earned on almost everything, even without experience. Imagine you graduated from a university and want to start your own business. What could be better than opening your own coffee shop? Of course, open a coffee shop for a franchise. To do this, you will need start-up capital, which will become your lump-sum contribution. And of course, you will need to conclude an agreement with the owner of a well-known chain of coffee houses, and that will be your franchisor. And also every month you will have to pay a certain amount (royalties) for the use of a trademark, business reputation and experience. You will have an already promoted brand of a chain of coffee houses, and you will not have to look for answers to the questions: “How to choose a room? How to set prices? How to arrange an object? How to form a flow of customers? How to increase sales?” You can get answers to these and many other questions from the franchisor [1].

Despite its enormous popularity, franchising is a relatively young form of doing business. Now in Belarus more than 450 objects are operating under a franchise. Despite all the advantages of franchising, it, like all types of businesses, has its drawbacks. For example, when buying a franchise business, you do not have free access to the goods market, since the requirements for goods are clearly spelled out in the contracts. And also you do not have the opportunity to directly influence the development of the brand, because all global decisions regarding the further development of the brand are made exclusively by its owners.

As for the franchisor, he risks losing his reputation, because if the franchisee conducts business in bad faith, this will affect not only his franchise, but the entire brand as a whole. Moreover, there are cases when the franchisee, using the acquired business model, created his own brand. The franchisor is not protected from such theft by law.

Based on the foregoing, we can conclude that the development of franchising in our country contributes to the creation of new jobs, the acquisition of new methods and technologies in business; creates an inte-

grated system of practical training for small business without creating any special educational structures and programs [2].

### References

1. Ассоциация франчайзеров и франчайзи «Белфранчайзинг» [Электронный ресурс]. — 2019. — Режим доступа: <https://belfranchising.by>.
2. Плюсы и минусы франшизы. Чем выгоден франчайзинг? [Электронный ресурс] // TopFranchise.ru. — 2019. — Режим доступа: <https://topfranchise.ru/stati/plyusy-i-minusy-franshizy-chem-vygodenfranchayzing>.

**Я.В. Кишкель**

*БГЭУ (Минск)*

*Научный руководитель — А.М. Ярмолицкая*

## STAFF MOTIVATION IN THE RESTAURANT BUSINESS

Nowadays it is a well-known fact that the success of a restaurant enterprise fully depends on two main components: high quality of food and well-trained staff. Taking this fact into consideration, restaurateurs all over the world attempt to influence the desire and willingness of their employees to work properly and have the results achieved. A lot of forms of staff motivation and stimulation are used. Such methods include corporate parties, free meals, monthly bonuses and additional rewards. However, not all of them are effective enough. Current trends in this area of studies tend to turn to more intangible methods than to material means.

Summing up the work every week is well implemented among either office staff and service workers or technical staff. At the same time, it is desirable to focus on personalized publicity of achievements and shortcomings, which, in addition, serve as a basis for rewards and punishments.

The promotion and stimulation of the staff proposals for the introduction of new regulations and innovations. Many things in the enterprise cannot be covered by the attention of the administration and sometimes the representatives of lower levels of the hierarchy may suggest worthy ideas and solutions. Undoubtedly, the encouragement of employers will help to generate more efficient ways to work. Staff meetings also provide employees with main information for organizing and implementing the process of their work. The presence of a Manager at such meeting also has a beneficial impact, as it helps the employer to control the whole process from inside and at the same time the workers appreciate the attention and commitment of executives. Anonymous staff survey that includes questions on the conditions of work, the whole organization, the process of implementing, communication, management evaluation,