

Word of mouth can be an excellent tool to promote the established organization, but for this it is necessary to develop a talent brand – what your employees think about, how they feel and talk about the company as an employer. This will help to find really strong and suitable employees, and will advertise the company itself in the market for goods and services. When consumers hear that this brand (organization) provides great opportunities for the development of their people, they will unconsciously give a positive assessment of the product and, therefore, start spending more money on the products of this company.

To support the organizational culture system, it is worth giving motivation to your employees by rewarding them for their work. This can be cash payments (bonuses), a collective vacation / joint participation in quests. An informal atmosphere perfectly influences the general atmosphere within the team. However, it is worth remembering that culture is built on entertainment alone. Don't throw banquets and gatherings just because it's fun and attention-getting. Small companies always have something to do. Fun distracts people from work. If you are already hosting an event, make it meaningful.

As a result of the study, it was found that the best ways to build a successful corporate culture are the analysis of the future architecture of culture, providing comfortable conditions for the continuous development of employees and the development of a staff motivation system.

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## **ADVANTAGES AND DISADVANTAGES OF DOING BUSINESS IN DIFFERENT REGIONS OF WORLD**

### **Плюсы и минусы ведения бизнеса в различных регионах мира**

Business practices vary from region to region. The aim of this paper is to consider three regions – the United States, Europe and Australia, and highlight the main advantages and disadvantages of doing business in these regions.

The first region we're going to look at is the United States.

Advantages of doing business in the U.S. are the following:

- Lack of state control. It is only important to observe laws and pay taxes.
- Safety. Everyone is guaranteed the inviolability of private property.
- Clear rules for doing business.

- Low tax rates in some states.

The disadvantages of doing business in this region are the following:

- The market here is very competitive.
- Any even the most minimal help requires payment there.
- A customer is always right.

The next region under consideration is Europe.

The advantages of doing business in Europe are the following:

- Government support. The EU provides financial grants to a wide range of projects and supports programs in areas such as education, health care, etc.
- Modern judicial system aimed at the protection of private property.
- Entering the international market.
- Lending available from reliable banks. Banks in Switzerland, Germany, Great Britain are recognized as the most stable in the world.

The disadvantages of doing business in Europe are the following:

- Possible changes in migration legislation.
- Businessmen can't start business without start-up capital. Some European countries require a foreigner to confirm that he has enough money to develop his own business in the EU.

- Expensive human resources.

Despite being on the other side of the globe, Australia is one of the most exciting areas for international business expansion, regardless of a specific niche or industry.

Advantages of doing business in Australia are:

- Opportunity to benefit from the vast mining sector.
- Opportunity to overtake competitors, because few entrepreneurs have already managed to master Australia.
- Extra support for business start-ups in underdeveloped areas of the country.

The disadvantages are the following:

- High tax rates (from 20 % to 45 %).
- Uncomfortable geographical location for overseas trade.
- There is foreign exchange control in Australia. Foreign clients can be invoiced in any currency but upon receipt of a foreign payment it will be automatically converted by the bank into Australian dollars.

In conclusion it should be noted that doing business in different regions requires knowing the features of the legislative systems of different countries. Businessmen should consider all the pros and cons.

In the U.S., Europe, Australia there are both advantages and disadvantages for doing business. Every region has its own mentality, geographical location, different laws, taxes etc. To sum it up, a person contemplating a business in countries should study all the details of the local legislation, tax system, all threats and opportunities.