

problem situations for one department become the foundation for situations in which conflict will be considered important for the other team.

The exercise of power affects the team environment. If one group considers itself superior to another group/groups and uses its power over another group/groups, conflict is likely to arise as the oppressed group will try to resist or oppose.

Ineffective group control. When leadership is weak and control over group members is relaxed, conflict can arise over minor issues.

The most popular foreign tactics for resolving conflict are:

- conflict avoidance — denying the existence of a problematic situation, postponing its resolution;

- method of inaction — a variation of the previous method, the meaning of which is the complete absence of calculations or actions;

- concession method, e.g., the superiors concede by reducing their demands (applied if the superiors find their own blunders);

- smoothing of corners — it is applied in the companies, which are aimed at team interaction;

- if the solution of issues requires the use of implicit means of management, the method of covert influence is popular, for example, when socio-psychological or economic conditions prevail and there is no possibility to intervene in the implementation of equality of participants or openly oppose it, for fear of losing reputation.

M. Kozlovskaya

М.С. Козловская

БНТУ (Минск)

Научный руководитель Н.П. Буланова

SOCIAL AND CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS

Социально-культурная среда международного бизнеса

The purpose of the study is to consider the socio-cultural environment of international business in two countries: China and Russia. We have chosen this topic due to its relevance and importance today, to study the social culture of other countries to build successful international business.

The social and cultural environment is the social space surrounding a person, the culture of the state of society in which a person lives and develops. But, in international business, this environment has a key impact on companies and entrepreneurs through factors of the internal and external environment.

The entry of entrepreneurs to the international level encourages them to make non-standard decisions and makes them get to know the socio-cultural environment of other countries better.

Socio-cultural factors characterize important changes in international business, as well as human life through such changes as: demographic situation, social security, education level, values, mentality, habits and hobbies of the population, religion and prioritization in business. The success of any business depends entirely on trusting relationships between subjects, so it is very important to understand the subtleties of cultural and social aspects of the lives of other representatives of international business. It is possible to single out the main goal of the business strategy — the conclusion of a one-hundred-percent contract and obtaining a profit. This is what unites Russia and China.

China's social culture is built on respect and reverence for elders, respect for authority and absolute hierarchy. But in Russia, entrepreneurs are more emotional and sociable, they always try to conclude as many deals as possible and speak directly. While the Chinese are a good listener during business negotiations, they are punctual and very respectful.

It can be concluded that despite the strong differences in culture or business, if we know some of the subtleties of our interlocutor, his culture, we can avoid a huge number of awkward situations in the negotiation process, which will certainly facilitate conducting socio-cultural international business.

U. Kontsevich

У.Д. Концевич

ГрГУ им. Янки Купалы (Гродно)

Научный руководитель Е.Н. Бедретдинова

SOCIO-CULTURAL ENVIRONMENT OF THE REPUBLIC OF BELARUS

Социально-культурная среда Республики Беларусь

Purpose: To study the socio-cultural environment of Belarus. Find out how socioculture is divided in Belarus.

The social and cultural environment is a specific social space directly given to each child, through which he is actively involved in the cultural ties of society. This is a combination of various (macro- and micro-) conditions of his life and social (role) behavior, these are his casual contacts and deep interactions with other people, this is a specific natural, material and objective environment, presented as an open part of society to interaction.