

Apple phones, for example, are significantly more expensive than competitors are, but people are willing to pay for them, because they buy not only the device, but also many emotions that this device offers. Customers feel their uniqueness, belonging to a certain club of favorites. Here is a curious example – the Ferrari World Abu Dhabi theme park. Millions of people a year visit it. By the way, the company Ferrari earns much more on the park than on the sale of cars. The Starbucks network also has an interesting system: you get not only a glass of coffee with your name on it, which is already interesting, but also home comfort. The company promotes the concept "Starbucks – the third home". And indeed, people spend a lot of time in these coffee shops – working, socializing with friends. Because the atmosphere is inviting.

Conclusion. Thus, we can conclude that the economy of impressions is a promising direction for business development. Studying the target audience and developing products or services that not only meet your needs, but also create an unforgettable user experience are essential steps to promote any company at the current stage.

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COMMON CHALLENGES OF INTERNATIONAL BUSINESS

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Резюме – в данной статье рассматриваются проблемы международного бизнеса, его особенности и факторы, которые являются препятствием для развития бизнеса за рубежом. А также анализируются культурные различия в профессиональной сфере международного бизнеса.

Resume – this article considers the problems of international business, its features and factors that are an obstacle to the development of business abroad. The article also gives the analysis of cultural differences in the professional sphere of international business.

Introduction. The purpose of the article is to analyze common challenges in international business. International business is the conduct of any business transaction by parties that represent more than one country. The development of

international business can give businesses new opportunities for growth and revenue. However, doing international business is far from easy. There are a huge number of risks, problems and challenges in this sphere [2].

The main part. Common challenges of international business are language barriers, cultural differences, managing global companies, the problem of currency exchange and inflation rates. Language barriers. Language is the main means of business communication, so language barriers are a natural obstacle to effective work. Language barriers are associated with differences in languages. Studies show that if two countries have a common language, then their joint relations are 42 % more successful than in countries that do business together, but speak different languages [1]. This issue is especially acute for representatives of small businesses, where there are no highly qualified specialists with knowledge of a foreign language. Even those who speak the same language may face misunderstanding of partners from other countries. Firstly, there are different versions of the English language (British, American, Australian, etc.). As a result, it can cause difficulties. Secondly, many, knowing this language, may encounter misunderstandings due to the peculiarities of pronunciation and intonation inherent in people who are not native speakers.

Cultural differences. Features of doing business are fundamentally dependent on the culture of the country and are reflected in all aspects of business relationships – from everyday contacts to the negotiation process and the forms of contracts concluded. The cultural differences that exist between countries are based on fundamental differences in value orientations [2].

Problems arise when the paths of the representatives of egalitarian culture in which it is believed that all people are equal cross with the ways of the representatives of societies with a strictly hierarchical organization. Some social groups worship the clock and revere accuracy. Others are condescending about time and schedules; they are more focused on the people around them. Conflict arises when businessmen belonging to the first group, consider representatives of another group to be lazy, undisciplined arrogant and rude, while they are considered arrogant, within mandatory deadlines. These differences can lead to misunderstandings that in turn affect the processes of negotiations, transactions, search for resources, trade and management.

Managing global companies. Management of employees of an international company who live all over the world requires great attention. The main challenges are language barriers, cultural differences, time zones and technical support. Strong working relationships require registration on a single platform, regular interactions through real-time videoconferencing [1]. Currency Exchange and Inflation Rates. The exchange rate is the relative value of the currencies of the two countries. The value of a currency in one country is not always equal to the same amount in the currency of other countries. The inflation rate represents the growth rate of the overall price level in the economy from year to year, expressed as a percentage. The rate of inflation varies from country to country and affects the cost of materials and labor, product prices [2].

Conclusion. Thus, a certain complex strategy is needed in international business, as well as dealing with such important issues as the language problem, the specificity of national culture and international laws. There are no secondary moments in international business. You need to take into account many factors related to the culture of the partner's country: attitude to religion, mentality, facial expressions, gestures, emotions, even the length of the working day. Nowadays business between different countries has already become a familiar and common phenomenon of our modern society. The main task of international business is not only to generate money, but also to establish friendly relations between countries.

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NATIONAL LANGUAGE AND SYMBOLS IN ADVERTISING AS A MEANS TO ENHANCE CUSTOMERS' LOYALTY

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Резюме – использование национальной символики в рекламе является методом маркетингового продвижения продукции. Размещение национальных символов в рекламе и на упаковке продукта помогает показать принадлежность к определенной стране, способствует повышению лояльности потребителей. Покупатели доверяют местным производителям и выделяют национальную продукцию среди аналогов. Национальный бренд имеет большой потенциал продвижения на рынке и развития экономики страны.

Resume – the use of national symbols in advertising is considered as a method of marketing promotion of products. The placement of national symbols in advertising and on product packaging helps to show belonging to a certain country and helps to increase consumers' loyalty. Buyers trust local producers and distinguish national products from similar ones. The national brand has a great potential for being promoted in the market of the country.

Introduction. Various marketing tools are used to distinguish products from competitors in advertising. The use of the national language and symbols of the country is one of such marketing moves. People are more willing to buy local products. Advertising in the Belarusian language is done by mobile opera-