

To attract customers, the company uses a variety of flavors that depend on the scope of its activities, as well as on the interior, color and final goals. For example, visitors to the cafe are always attracted by the smell of fresh pastries and coffee. Such fragrances affect not only the appetite, but also create a home atmosphere in the room. Travel agencies use such fragrances as the smell of pine forest or invigorating sea freshness, which drives people to rest, relaxes and motivates to buy a ticket. In museums and galleries aroma marketing also finds application. Here they use flavors of new books the old streets, wood barrels and more. In general, everyone decides what smell to choose, but many prefer to turn to specialists in aromamarketing.

As for your own employees – some fragrances increase concentration and efficiency, they can protect from the transmission of diseases from sneezing people to the healthy ones, so aroma marketing is used in offices, especially open spaces. As a result, employees are less sick and work more productively.

In Belarus, aromamarketing has just started to develop, although there are already companies that offer more than 100 exclusive fragrances. However, in most cases, companies resort to the services of aromamarketing to neutralize odors, rather than for aromatization.

During using the tools of aroma marketing, certain difficulties may arise. This is the technical side of the method, financial investments and individual characteristics of people. Everyone perceives smells differently and please everyone does not seem possible.

Conclusion. Thus, each of us, visiting any places, pays attention to the interior, lighting, staff and, of course, the smell. Aromamarketing will help to create a positive impression, increase interest in the place in which it is used, and as a result will contribute to an increase in sales. This makes the development of such direction as aromamarketing modern and totally necessary.

REFERENCES

1. Д.С. Воропаев. Арома-гипноз для бизнеса/ Д.С. Воропаев. – М., 2016. – 298с.
2. Sense [Электронный ресурс]. – Режим доступа: <http://aromat-biznesa.by>. - Дата доступа: 2.03.2019.
3. The Science of Smell [Электронный ресурс]. – Режим доступа: <https://www.shopify.com/retail/the-science-of-smell-how-retailers-can-use-scent-marketing-to-make-more-sales>. - Дата доступа: 22.03.2019.

УДК 338.001.36

JAPANESE BUSINESS CULTURE

*С.А. Бондарик, студент группы 10503116 ФММП БНТУ,
научный руководитель – старший преподаватель Н.П. Буланова*

Resume – The article deals with the Japanese business culture, its aspects, the difficulty of understanding it and cultural values. The reasons for which companies should strive to enter the Japanese market are examined: conditions for a successful start-up and doing business there. Particular attention is paid to the use of Japanese business culture abroad.

Резюме – В статье рассматривается японская бизнес культура, её аспекты, трудность понимания и культурные ценности. Исследуются причины, по которым компании должны стремиться выйти на японский рынок: условия успешного основания и ведения бизнеса. Особое внимание уделяется вопросу применения японской бизнес культуры за ее пределами.

Introduction. Standing along with such countries as the USA, China and Germany, Japan is advanced in terms of technology and infrastructure whilst at the same time it maintains traditional cultural approaches in almost every field.

Special features of doing business frequently depend on the country's traditions and conditions through which the county has passed. Japan is one of the best examples of centuries forming. At the end of the 20th century it did achieve unbelievable results in the development of technologies, business, along with cultural coexistence and has become nation with one of the best gross domestic product (GDP) and human development index (HDI) in the world.

The main part. In 2018 Japan occupied the 39th position among 190 countries with favorable conditions for doing business [1]. So we can say that it is rather difficult to be engaged in entrepreneurial activity in this country. However, this fact does not prevent a lot of businesspeople from entering this market.

The majority of the people concerned know about obvious cultural difficulties which start from arriving at any Japanese international airport. People are not accustomed to a high level of service and friendly attitude and this is what makes the main difference.

“Many very successful companies never start business in Japan because they fear its business culture” [2]. Everything is different and unusual. That is what pushes businessmen away from entering this market. Nevertheless, that is not a problem for companies like Apple, Mercedes-Benz, Google etc. Not only huge corporations, but any company can succeed with the right approach and taking into consideration special features of doing business in Japan.

Start of a business does not have to be either expensive or difficult which may suit a lot of countries. Good quality, unique product or service with discipline and careful control of the market can help make profit in its first year. Understanding of Japanese business culture is enough to make a decent start or proper entry. A successful business will greatly increase the company's value because if the company is successful in the Japanese market it will be able to succeed in any modern market. That is the reason why Japan should be №1 on the list of countries where to start a business.

The first three months are decisive in starting business in Japan. There is a suggested strategy for this period: do a lot of things; pick your market entry channel; negotiate partnerships; hire key bilingual staff; introduce your corporate culture to your staff [3].

Networking and information gathering are in priority. It is important to meet as many related people as possible, make stable long-term relationships, especially with the company executives who have the market entry experience. All this knowledge is an essential part for the company's success. After drawing up a business plan, it is necessary to study Japanese business etiquette. Japanese business etiquette does not differ much from good business etiquette: politeness, understanding and good manners are the basics. The main difference is that it is more formal, especially at the first meeting when, for example, the exchange of business cards is almost ritualistic. Japanese businesspeople do not apply the same strict standards to their foreign colleagues. The main personal aspect is the first meeting. Do not try to handshake at the first meeting, it is better to bow as the Japanese do. During the first meeting Japanese business cards are must have. Be sure to greet the most senior person before you greet others likewise with cards. Plan an agenda for the meeting since the Japanese side is very punctual. If you have prepared a presentation, fill it with detailed slides. Make presentation copies to hand over to the Japanese partners. Show your interest by taking notes while listening.

Appropriate behavior is important as well. It is rude to pat a man on the back or shoulder; even his parents might never do this. Avoid small-talks about politics, religion and family and do not criticize anyone, including competitors. It is also important to accept the lunch or dinner invitation. It is necessary to remember that a good deal of the relationship-building process may take place over meals. Act pleasantly, show your willing to learn and ask questions about business. All the partnership in Japan is based on strong confidence which you need to deserve by a test of time and a lot of hard work.

Conclusion. By analyzing Japanese attitude towards work, business, culture, etiquette, ethics etc. were identified different cultural and business approaches which may be used as a main or supplementary facility in the business sphere regardless of culture. It should also be noted that it is vital to take into consideration cultural differences and follow business rules of the country you are going to do business with.

REFERENCES

1. Doing business in Japan [Электронный документ]. – Режим доступа: <https://www.venturejapan.com> – Дата доступа: 22.03.2019
2. 10 Etiquette Rules You Should Know [Электронный документ]. – Режим доступа: <https://www.americanexpress.com/en-us/business/trends-and-insights/articles/doing-business-in-japan-10-etiquette-rules-you-should-know/>.– Дата доступа: 23.03.2019
3. Doing business in Japan [Электронный документ]. – Режим доступа: <https://www.todaytranslations.com/doing-business-in-japan/>. – Дата доступа: 20.03.2019

УДК 658.310.7

EMOTIONAL INTELLIGENCE AS A KEY EMPLOYABILITY SKILL

*Е.С. Бондарчук, студентка группы 10507216, ФММП БНТУ,
научный руководитель – канд.пед.наук, доцент А.И. Сорокина*

Resume – This article is dedicated to reveling a sense of emotional intelligence, and the importance of re-cruiting employees with high emotional intelligence in your staff. The article defines questions which can help to identify emotional intelligence in potential employees.

Резюме – Статья посвящена раскрытию смысла эмоционального интеллекта и важности приема на работу сотрудников, обладающих этим качеством. В ней приводятся вопросы, помогающие определить уровень эмоционального интеллекта у потенциальных сотрудников.

Introduction. What is the most important thing for getting a job today. A diploma of a higher education? It will not stand you out from a crowd when the education is almost mass. Professional skills? Of course, it matters, but it is not the only important thing for an employer.

The idea is that if you want to occur in an interesting company or position you shouldn't waste time and wait when it happens. No one will wait for you. You should adapt to this place, company, position and the whole working tendency. Tendencies of a modern working sphere say that you should be flexible, follow trends of the sphere, improve yourself, have a desire to be dedicated and have good emotional intelligence.