

### **CROSS-CULTURAL MANAGEMENT**

The aim of my work is to compare two completely different cultures and show how managers cope with these differences.

In today's global economies, companies increasingly hire employees from different countries. As a result, many workplaces are comprised of a multitude of cultures, which are filled with different traditions, languages and mannerisms [1].

However, cultural differences can interfere with the successful completion of projects in today's multicultural global business community. All cultures are different from each other. In management of international business, embracing the cultural diversity of the country may or may not bring success, but not doing so will surely increase the chances of stagnation or failure [2].

For comparison, I have chosen the cultures of India and the USA. The USA and India are such vast and populous countries that drawing comparisons of cultural differences between the US and India can put you in danger of making generalizations. There are, however, enough deep-seated traits in each culture that make the comparison a useful tool for smoothing the path of business.

**Table – the comparison of the cultures**

CULTURAL CONTEXT	USA	INDIA
The caste system and status	It is completely normal to work as a waiter while studying for a PhD, or for the chief executive to socialize with the factory floor in the interests of bonding	The concept of hierarchy, though, is strong in business. For example, Indians do not like to do jobs that they consider beneath them, or more suited to a lower caste
Family ties	Families tend to be much more widely dispersed. The family influence fades as young people achieve independence.	Families in India are extremely close-knit. This closeness is often reflected in business, where hierarchies are strict and nepotism is still rife.
Time	Deadlines in business are tight and are expected to be met.	Workers in a team may not even be aware of a deadline on a project, as this is considered the responsibility of their supervisor.
Business relationships	In the US, business is much more task-focused.	To Indians, relationship building is important.

To achieve project goals and avoid cultural misunderstandings, managers should be culturally sensitive and promote creativity and motivation through flexible leadership. There are some examples of overcoming cross-cultural misunderstandings:

- have a film about day-to-day business of each country and then show this film to colleagues;
- set up a virtual chat room, where colleagues can communicate to solve the problems, find out what the reason might be and share the thoughts about culture;
- get an external trainer to ran a training course for American and Indian managers;
- have a cultural sharing meal day.

There are a huge number of specific cultures in the world. And in today's global economies every organization might face one of them. That's why the manager should be aware of the differences of the culture backgrounds in order to avoid the culture conflicts and finally to reach a consensus.

#### REFERENCES

1. An Overview of International Cross-Cultural Management, Dr. Hamid Doost Mohammadian – Fachhochschule des Mittelstands, 2017. – P. 8–13, 16–17.
2. Cultural Navigator [et al] – access mode <https://www.country-navigator.com/blog/8-cultural-differences-between-usa-and-india/> – 13.03.2021

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#### **CURRENT STATE OF THE LABOUR MARKET AND PERSPECTIVES FOR ITS DEVELOPMENT**

The labour market is a place where workers and employees interact with each other. In the labour market, employers compete to hire the best, and workers compete for the most satisfying job. It is important to take into account how effectively the available resources are used, and above all the labor force. Maintaining employment is the most important goal of economic policy [1].

The purpose of the work is to review the youth labour market in Belarus and, in particular, policies related to the education and development of youth skills, as well as employment. This investigation aims to support na-