

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.

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EMOTIONAL INTELLIGENCE AS A KEY EMPLOYABILITY SKILL

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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.

Emotional intelligence. Emotional intelligence is an ability to identify, evaluate and operate people's emotions and manage a relationship. Emotional intelligence is a key to stand you out from other applicants as recruiters always find people to fit comfortably in with the team [1]. Emotional intelligence most often includes 5 components: self-knowledge, self-control, empathy, motivation, social skills. You recognize your own emotions and understand how they influence your thoughts and behavior. You have a confidence in your forces. You are able to control impulsive feelings, operate emotions in relations, take the lead, follow obligations and adapt to the changing circumstances. You see the purpose and accurately understand each step to realize it. You can understand emotions, requirements and problems of other people, distinguish nonverbal signals, define a status of the person in a group or the organization and solve the conflicts in a team. You know how to develop and maintain good relations, it is easy to communicate, inspire and direct other people. The research found out the advantages of recruiting employees with high emotional intelligence: inspiration and morale can increase by 46%; leadership has improved by 45%; better cooperation within teams (37%) as the major benefits. Emotional intelligence is not essential for all staff but it helps with team building. It's absolutely essential for a manager because a company has serious problems if you cannot bring people together. HR-managers most often test whether you're extrovert or introvert but nobody look at whether a candidate is good with people [2]. The following questions can find out the level of emotional intelligence.

– Who is a source of your inspiration and why?

The answer can tell a lot about types of behavior, which a candidate respects or accept.

– Imagine that the business has changed priorities. Describe how you can help the crew to understand and accept new priorities.

Changes happen in every company. That's why it is so important to have or find flexible employees, who can implement these changes; employees, who know their strong and weak sides, who has motivation and empathy to work better in a team.

– What skills and experience don't you have or haven't got enough?

A desire to learn is an important sign showing that an employee wants to improve himself. People, who think they know everything, can't answer this question.

– Can you teach me something I haven't known before?

The answer can show several qualities: whether the candidate is able to explain something to a less skilled person or whether he cares about his mentee.

– What are 3 factors of your success?

The answer can define whether a person is selfish or not. It will be difficult to work with a person who is focused on his own achievements rather than on company's success. He can be the most intelligent but uncomfortable to work with at the same time [4].

One more important ability is to figure out if a candidate is self-reflective. It is difficult but possible to define this feature. As a HR-manager you can ask colleagues or executives of your candidate different questions.

– Has the candidate ever made mistakes?

– How did he deal with it?

– Why do you think the candidate gets on well with people?

Answers can predict candidate's future behavior. The research has shown it is more effective than give a psychological test.

Conclusion. For many jobs, specific technical knowledge and skills are important. Talented employers must find the balance between skills and personality, evaluating what characteristics are required within the team and what skills can be taught [3].

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