

COMPARATIVE ANALYSIS OF THE MANAGEMENT SYSTEMS OF JAPAN AND THE USA

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Резюме – для успешного функционирования компании необходимо организовать грамотную систему по ее управлению. В таких развитых странах, как Япония и США сформировались свои концепции и подходы к управлению организациями, что в итоге создало общее представление об их системе менеджмента.

Resume – for the successful functioning of a company, it is necessary to organize a competent system of its management. In such developed countries as Japan and the USA, their concepts and approaches to the management of organizations were formed. This ultimately created a general idea of their management system.

Introduction. The management systems of Japan and the United States are very different. Each is based on the mindset, culture and national characteristics of each country. Having considered the features, concepts, motivation of employees, it is possible to highlight the positive, most effective approaches to managing organizations and determine what is lacking in the management system of our country and what methods that exist in Japan and the United States should be applied in our country for more successful functioning.

Main part. Management in Japan is meticulous, frugal and economical. They consider the main wealth of the country to be the human factor, which corresponds to the specifics of the Japanese national character.

According to the established values, labor comes first for the Japanese. This is why they are called workaholics. Strict discipline, high quality of the work performed are the main principles. Workers at the Japanese factories work in groups, collaboratively and with mutual support.

American management values qualities such as activity, optimism, self-confidence, and a desire for self-development. An important part of the American management style is adherence to rules and regulations, not personal agreements. The main quality of a leader is high professionalism, striving for profit and personal gain.

The concepts of Japanese management include respect for people, which manifests itself in a number of aspects, for example, in the system of life-long employment. The management of companies successfully uses the potential of their employees through special measures to increase the efficiency of small groups. A small group of volunteers meets once a week to discuss their roles and concerns. An integral part of Japanese culture is a concept called consensus management, where slow decision making is based on genuine consensus, not compromise. Although the decision-making process is slow, the implementation

process is quite fast. Japan is characterized by a system of group decision-making - "rings" [1]. The responsibility for making a decision does not rest with one person; the whole group is responsible for the decision made. They are motivated by a commitment to the ideals of the company. The lifelong hiring system eliminates the pressure of possible layoffs, meaning employees are more motivated to do their jobs better and foster a sense of community with the company. The principles and approaches of American management are individuality in decision-making and responsibility for them; orientation to work with an individual, not with a team [2]. The manager's approach is aimed at unleashing the employee's creativity and encouraging new ideas. The peculiarity of the work of an American manager is that he often seeks to satisfy his own ego before thinking about the success of the company. The organization is exclusively committed to business relations. Americans are motivated by a system of rewards, social security, various benefits and the opportunity to move up the career ladder.

Conclusion. Thus, we can sum up that each system has its positive and negative features. And we can identify the best approaches and concepts for the management system of our country and, perhaps, in the future, apply them with confidence. Among all the qualities, we can single out such as optimism, the desire for self-development and a reward system among Americans, as well as dedication to the ideals of the company, well-coordinated teamwork and the concept of consensus management among the Japanese.

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TOURISM IN THE REPUBLIC OF BELARUS

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Резюме – в статье исследуются плюсы и минусы туризма в Республике Беларусь. Проанализированы черты и функционирование туризма в республике. Выделены проблемы развития туризма в Республике Беларусь и даны советы по их решению.

Resume – the article studies the pros and cons of tourism in the Republic of Belarus. Analyzed the features and functioning of tourism in the republic. Highlighted some problems of tourism development in the Republic of Belarus and given advice on how to solve them.