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УДК 395

## ДЕЛОВОЙ ЭТИКЕТ В СТРАНАХ АТР: КИТАЙ, ЮЖНАЯ КОРЕЯ, ЯПОНИЯ

**М.В. Горбунова**, старший преподаватель  
**Д.Л. Кучина**, бакалавр

*Владивостокский государственный университет  
Владивосток. Россия*

***Аннотация.** Статья посвящена проблеме сходств и различий в бизнес-этикете стран АТР: Китая, Южной Кореи и Японии. Автор исследует особенности рабочей этики данных стран, а также проводит сравнительный анализ критериев.*

***Ключевые слова:** деловая культура, деловой этикет, деловые отношения.*

## BUSINESS ETIQUETTE IN THE PACIFIC REGION: CHINA, SOUTH KOREA, JAPAN

***Abstract.** The article raises an issue of similarities and differences in business etiquette of the Pacific Region's countries: China, South Korea and Japan. The author explores the features of work ethics of these countries and analyses the criteria.*

***Keywords:** business culture, business etiquette, business relations..*

**Relevance.** Nowadays it is impossible to imagine the absence of any cultural, economic and political contacts between countries. Due to the fact of such a wide cooperative activity, there is a need to take into account such an aspect as specifics in business etiquette. Asian countries in general and the Pacific region ones in particular have a number of unique features that are not found in other countries, so it is absolutely necessary to know and take them into account in the negotiation process. In this article work culture of the Pacific Region's countries, such as China, South Korea and Japan, will be examined.

**Purpose and tasks.** The purpose of this research is to compare business ethics in China, South Korea and Japan. The tasks are data collection and analysis of information, its structuring and article creation on the basis of verified sources.

**The research methods** are literature study, text analysis and its formalization.

It is a well-known fact that currently it is impossible not to have any economic, political and cultural relations between countries. Such alliances provide great benefit to all parties. That is why the knowledge of business etiquette of other countries is necessary. Especially today, we should study Asian countries better due to their closeness and profitability. The difference between Asian and European working cultures is enormous, but it is a need to adjust to it for the most productive meetings and deals. In this research I will compare Chinese, South Korean and Japanese work cultures.

**Chinese business culture.** In recent years, China has strongly strengthened its position in the global economy. Due to their economic expansion, the whole world studies Asian ethics in general and Chinese one in particular. In some aspects, the Chinese are beginning to adapt to European business standards, but their etiquette is still quite unique.

Chinese business culture is mainly based on traditions and hierarchy and many aspects arise from this. First, Chinese partners seek long-term deals. For this reason, they prefer to form a close human connection before signing a contract. Second, a strong hierarchy is still there. People in China usually enter and leave a room in hierarchical order. So if you are about to have a business meeting with a Chinese partner, keep this in mind and respect their traditions and morals. Third, being punctual is important. In most Asian counties it is considered rude to be late, so better come early or at least in time. Fourth, beware of number 4. It is similar

in pronunciation with the word «death», thus it is common not to have fourth floor, for example. Better not have a meeting at such date. Fifth, try to learn some Chinese words before an encounter. Chinese people appreciate the attempt in studying their history, culture and language. Sixth, it takes time to establish business, as Chinese partners prefer to have small-talks before the exact work conversation. Seventh, the concept of «saving face». In general, it is significant to have a clear reputation and be as respectable as possible to show the partners you are trustworthy.

**Summarizing**, to be viewed as a professional in China you need to have such qualities: patience, caution, persistence and composure. It is necessary to spend quite a lot of time establishing connections with these partners, but it will definitely pay off in the future as relations tend to be long-lasting.

**South Korean business culture.** Koreans are considered to be new participants in international business. After the rise in popularity of Asian culture, especially Korean culture due to the popularity of k-pop and dramas, many companies see Koreans as interesting people to deal with. That said, doing business in Korea is currently profitable and they are considered to be quite stable partners.

It can be said that South Korea is somewhere between China and Japan in business etiquette. First, they hold respect for authority and are hard-working. Like in most Asian countries, people live at work and are mostly workaholics. It is important for them to fulfill themselves in their career. Second, there is even a term «Kibun» for a concept of «face saving». Though it is not exactly the same as, for example, in China. «Kibun» is wider, its idea is that people should always maintain a positive attitude. Koreans should hide negative emotions and always be considerate. Third, Korean business partners prefer to stay emotionally distant and formal. So while dealing with them it is necessary to be respectable and cold-headed. Fourth, saying «no» is considered rude, so there will be hints but no direct indicators of their displeasure. Study body language or small face expressions to get a better idea of the feelings. Fifth, things often move at a slower pace. The reason is it's a collective decision and all points should be discussed and it takes far more time than individual verdict. Sixth, appointments for meetings are made in advance, even a few weeks beforehand if possible. Being late is also a sign of bad attitude and manners. Seventh, let's talk about gender equality in South Korea. In business women are poorly represented as they are seen like second-class people. Many men don't value their ideas and presence at work. That's why it is better to send men on business negotiations.

**To summarize**, Koreans are some kind of specific people. They are both persistent and aggressive in business as well as closed to openly expressing disagreement with the partner's opinion. They tend to get straight to the point avoiding distracted conversations. At the same time, negotiations with them may be delayed due to the collectivist culture of Koreans.

**Japanese business culture.** The Japanese value greatly the respect towards business etiquette and related ceremonies and traditions. This also applies to foreigners negotiating with them. So, if you are to participate in a business meeting with the Japanese, it is recommended to learn about some features of business culture in Japan, to not cause misunderstandings with your partners and to not offend them.

Japan has one of the largest export statistics nowadays. Thus, dealing with Japanese partners may be crucial for anyone and it is better to understand their business etiquette. First, businesspeople in this country do not fully trust outsiders for a long time. It takes far more effort to gain actually stable and strong work relationships. Though there is a possibility you will never be seen as an equal at all. Second, like in South Korea, workplace is highly dominated by men, keep that in mind when having meetings. Third, unlike in most Asian countries, schedules are very tight in Japan. No small-talks and stretching time are welcome. Work-related topics and questions only. Fourth, they tend to avoid conflicts at all cost. True emotions are hidden for the sake of politeness and, like in previous countries, «face saving». Fifth, hierarchy takes place in all life spheres. Entering and leaving a room, seating, greeting and so on are controlled by status and age. Better wait for the other party to guide you not to make any mistakes. Sixth, bowing as a sign of respect. Japan is becoming increasingly Europeanized, but some companies still prefer to bow. It is necessary to take into account the wishes of partners, if they bow – bow in return, if they extend their hand, it is worth limiting yourself to a handshake. Also, when bowing, avoid holding eye contact with the other person. Seventh, printed documents. It is important to have printed documents in enough quantity to share with the partners. Not all meetings require them, better ask in advance, but having some copies shows preparedness. Furthermore, make an agenda in advance. This action will show seriousness of intent and prepare the Japanese for a meaningful and productive dialogue.

**Summarizing**, during a business meeting, try to behave as conservatively as possible. Negotiations with the Japanese often go smoothly, but this does not mean they agree with you. The Japanese always try to speak softly and with restraint, they avoid direct and harsh statements. Additionally, they are quite secretive, so be prepared for them to give a minimum of information during meetings.

So, now that the key characteristics for each country have been identified, I will analyze and compare them. There are way more both similarities and differences between the work ethics of these countries, but I

will only make a brief comparison. For convenience, the result of this work will be presented in the form of a table for similarities and differences in business etiquette.

**Similarities** in business ethics between these countries:

1. **Hierarchy.** All of these countries hold a strong hierarchy and respect towards elders and people with higher rank.

2. **Face saving.** It is important to keep reputation on the high level and present oneself in a manner befitting one's status.

3. **Saying no.** Saying no could be considered offensive, especially in public due to face-saving culture. That said, it is important to understand hints and be as polite and delicate as possible.

**Differences** in business ethics between these countries:

1. **Level of closeness.** In China it is important to build strong interpersonal relationships before making a deal. In South Korea they tend to be emotionally distant and formal, strict separation of working and other relationships. In Japan, they do not trust foreigners for a long time.

2. **Pace.** In China and South Korea signing a contract takes more time. Establishing contact and satisfying all requests of the other party are way slower than, for example, in European countries. In Japan schedule is strict so they reach consensus faster.

*Table*

**Similarities and differences in business etiquette**

	China	South Korea	Japan
Hierarchy	Strict	Strict	Strict
Face saving	Strong	The strongest	Strong
Saying no	Indirect	Indirect	Indirect
Level of closeness	Strong interpersonal relationships	Distant	Very distant
Pace	The slowest	Slow	The fastest

**In general,** these countries of the Pacific Region are very similar to each other for us Europeans, but each has its own unique features that are worth relying on. However, there is a tendency towards Europeanization of business etiquette of the mentioned countries, but they still remain exclusive in their specifics, which is extremely interesting to study and analyze.

**To conclude,** nowadays countries of the Pacific Region, such as China, South Korea and Japan, are appealing for business all around the world. To make negotiations more successful and business relations stronger, it is important to consider others cultures and traditions in general and business ethics and features in particular. The rise of the economies of the Pacific Region countries encourages a huge interest in international relations, which in its own way promotes and dictates mediation with different partners. Asian countries may be harder to understand for Europeans, but compromise is always the best option.

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