

Yashil IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

2
0
2
4



No 6

- 08.00.01 Iqtisodiyot nazariyasi
- 08.00.02 Makroiqtisodiyot
- 08.00.03 Sanoat iqtisodiyoti
- 08.00.04 Qishloq xo'jaligi iqtisodiyoti
- 08.00.05 Xizmat ko'rsatish tarmoqlari iqtisodiyoti
- 08.00.06 Ekonometrika va statistika
- 08.00.07 Moliya, pul muomalasi va kredit
- 08.00.08 Buxgalteriya hisobi, iqtisodiy tahlil va audit
- 08.00.09 Jahon iqtisodiyoti
- 08.00.10 Demografiya. Mehnat iqtisodiyoti
- 08.00.11 Marketing
- 08.00.12 Mintaqaviy iqtisodiyot
- 08.00.13 Menejment
- 08.00.14 Iqtisodiyotda axborot tizimlari va texnologiyalari
- 08.00.15 Tadbirkorlik va kichik biznes iqtisodiyoti
- 08.00.16 Raqamli iqtisodiyot va xalqaro raqamli integratsiya
- 08.00.17 Turizm va mehmonxona faoliyati



74-91 xalqaro daraja
ISSN: 2992-8982



Yashil

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

Bosh muharrir:
Sharipov Kongiratbay Avezimbetovich

*Elektron nashr. 304 sahifa.
E'lon qilishga 2024-yil 25-iyunda ruxsat etildi.*

Bosh muharrir o'rinbosari:
Karimov Norboy G'aniyevich

Muharrir:
Qurbonov Sherzod Ismatillayevich

Tahrir hay'ati:

Salimov Oqil Umrzoqovich, O'zbekiston Fanlar akademiyasi akademigi
Abduraxmanov Kalandar Xodjayevich, O'zbekiston Fanlar akademiyasi akademigi
Rae Kvon Chung, Janubiy Koreya, TDIU faxriy professori, "Nobel" mukofoti laureati
Osman Mesten, Turkiya parlamenti a'zosi, Turkiya – O'zbekiston do'stlik jamiyati rahbari
Sharipov Kongiratbay Avezimbetovich, t.f.d., prof., O'zR Oliy ta'lim, fan va innovatsiyalar vaziri
Buzrukxonov Sarvarxon Munavvarxonovich, i.f.d., O'zR Oliy ta'lim, fan va innovatsiyalar vaziri o'rinbosari
Axmedov Durbek Kudratillayevich, i.f.d., prof., O'zR Oliy Majlisi qonunchilik palatasi deputati
Axmedov Sayfullo Normatovich, i.f.n., professor, MIM akademiyasi rektori
Abduraxmanova Gulnora Kalandarovna, i.f.d., prof., TDIU Ilmiy ishlar va innovatsiyalar bo'yicha prorektori
Kalonov Muxiddin Baxritdinovich, i.f.d., prof., Navoiy davlat pedagogika instituti rektori
Siddiqova Sadoqat G'afforovna, p.f.f.d., (PhD), Buxoro muhandislik-texnologiya instituti rektori
Xudoyqulov Sadirdin Karimovich, i.f.d., prof., TDIU Hududiy ta'lim muassasalari va markazlar bo'yicha prorektor v.b.
Yuldashev Mutallib Ibragimovich, i.f.d., TDIUprofessori
Samadov Asqarjon Nishonovich, i.f.n., TDIU professori
Slizovskiy Dimitriy Yegorovich, t.f.d., Rossiya xalqlar do'stligi universiteti professori
Mustafakulov Sherzod Igamberdiyevich, i.f.d., prof., Xalqaro "Nordik" universiteti rektori
Axmedov Ikrom Akramovich, i.f.d., TSUE professori
Foziljonov Ibrohimjon Sotvoldixo'ja o'g'li, i.f.f.d., TDIU dotsenti
Utayev Uktam Choriyevich, O'zR Bosh prokuraturasi boshqarma boshlig'i o'rinbosari
Ochilov Farxod, O'zR Bosh prokuraturasi IJQKD boshlig'i
Eshtayev Alisher Abdug'aniyevich, i.f.d., TDIU professori
Musayeva Shoirazimovna, SamDu IS instituti professori
Cham Tat Huei, (PhD) USCI universiteti professori, Malayziya
Axmedov Javohir Jamolovich, i.f.f.d.,(PhD) "El-yurt umidi" jamg'armasi ijrochi direktori o'rinbosari
Toxirov Jaloliddin Ochil o'g'li, t.f.f.d.,(PhD) TAQU katta o'qituvchisi
Djudi Smetana, p.f.n., Pitsburg davlat universiteti dosenti, Pittsburgh, Kansas, AQSH
Krissi Lyuis, p.f.n., Pitsburg davlat universiteti dosenti, Pittsburgh, Kansas, AQSH
Ali Konak (Али Кўнак), i.f.d., prof., Karabuk universiteti dosenti, Turkiya
Glazova Marina Viktorovna, i.f.n., "LUKOIL-Energoservis" Kompaniyasi iqtisodchisi, Moskva.
Nosirova Nargiza Jamoliddin qizi, i.f.f.d., (PhD) TDIU dotsenti
Sevil Piriyeva Karaman, PhD, Turkiya Anqara universiteti doktoranti
Mirzaliyev Sanjar Maxamatjon o'g'li, TDIU mustaqil tadqiqotchisi

Yashil

IQTISODIYOT va TARAQQIYOT

ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

Editorial board:

Salimov Oqil Umrzokovich, Academician of the Academy of Sciences of Uzbekistan

Abdurakhmanov Kalandar Khodjaevich, Academician of the Academy of Sciences of Uzbekistan

Rae Kwon Chung, honorary professor of TSUE, Nobel laureate, South Korea,

Osman Mesten, member of the Turkish Parliament, head of the Turkey-Uzbekistan Friendship Society

Sharipov Kongratbay Avezimbetovich, DSc, Prof., Minister of Higher Education, Science and Innovation of the Republic of Uzbekistan

Buzrukkhanov Sarvarkhan Munavvarkhanovich, DSc, Deputy Minister of Higher Education, Science and Innovation of the Republic of Uzbekistan

Akhmedov Durbek Kudratillayevich, DSc, Prof., Deputy of the Legislative Chamber of the Oliy Majlis of the Republic of Uzbekistan

Akhmedov Sayfullo Normatovich CSc, Prof., Rector of Academy of Labor and Social Relations

Abdurakhmanova Gulnora Kalandarovna, DSc, Prof., TSUE Vice-Rector for Scientific Affairs and Innovation

Kalonov Mukhiddin Bakhritdinovich, DSc, Prof., Rector of the Navoi State Pedagogical Institute

Siddikova Sadokat Ghaforovna, PhD, Rector of the Bukhara Institute of Engineering and Technology

Khudoykulov Sadirdin Karimovich, DSc, Prof., acting Vice-rector for regional educational institutions and centers of TSUE

Yuldashev Mutallib Ibragimovich, DSc, Prof., of TSUE

Samadov Askarjon Nishonovich, CSc, Prof., of TSUE

Slizovsky Dimitriy Yegorovich, DSc, Prof., of the People's Friendship University of Russia

Mustafakulov Sherzod Igamberdiyevich, DSc, Prof., Rector of International "Nordic" University

Akhmedov Ikrom Akramovich, DSc, Prof., of TSUE

Foziljonov Ibrohimjon Sotvoldixo'ja ugli, DSc, Prof., of TSUE

Utayev Uktam Choriyeich, Deputy Head of the DGPO of the Republic of Uzbekistan

Ochilov Farkhod, Head of the DCECGPO of the Republic of Uzbekistan

Eshtayev Alisher Abduganievich, DSc, Prof., of TSUE

Shoira Azimovna Musaeva, professor of SamDu IS Institute

Cham Tat Huei, PhD, professor at USCI University, Malaysia

Akhmedov Javokhir Jamolovich, PhD, deputy of executive director of the "El-yurt umidi" fund

Tokhirov Jaloliddin Ochil ugli, PhD, Senior Lecturer at Tashkent University of Architecture and Construction

Judy Smetana CSc, Associate Professor, Pittsburgh State University, Pittsburgh, Kansas, USA

Chrissy Lewis CSc, Associate Professor, Pittsburgh State University, Pittsburgh, Kansas, USA

Ali Konak DSc, Prof., Associate Professor of Karabuk University, Turkey

Glazova Marina Viktorovna, CSc, economist at LUKOIL-Energoservis Company, Moscow.

Nosirova Nargiza Jamoliddin kizi, associate professor of TSUE

Sevil Piriyea Karaman, PhD, doctoral student at Ankara University, Turkey

Mirzaliyev Sanjar Makhamatjon ugli, independent researcher of TSUE

Ekspertlar kengashi:

Berkinov Bazarbay, iqtisodiyot fanlari doktori, professor

Po'latov Baxtiyor Alimovich, t.f.d., profesor

Aliyev Bekdavlat Aliyevich, f.f.d., TDIU professori

Isakov Janabay Yakubbayevich, i.f.d., TDIU professori

Xalikov Suyun Ravshanovich, i. f. n., TDAU dotsenti

Rustamov Ilhomiddin, f.f.n., Farg'ona davlat universiteti dotsenti

Hakimov Ziyodulla Ahmadovich, i.f.d, TDIU dotsenti

Kamilova Iroda Xusniddinovna, i.f.f.d., TDIU dotsenti

G'afurov Doniyor Orifovich, p.f.f.d., (PhD)

Fayziyev Oybek Raximovich, i.f.f.d. (PhD), Alfraganus universiteti dotsenti

Tuxtabayev Jamshid Sharafetdinovich, i.f.f.d, TDIU dotsenti

Xamidova Faridaxon Abdulkarim qizi, i.f.d., TMI dotsenti

Yaxshiboyeva Laylo Abdisattorovna, TDIU katta o'qituvchisi

Babayeva Zuhra Yuldashevna, TDIU mustaqil tadqiqotchisi

Muassis: "Ma'rifat-print-media" MChJ

Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti, O'zR Tabiat resurslari vazirligi, O'zR Bosh prokuraturasi huzuridagi IJQK departamenti.

Jurnalning ilmiyligi:

“Yashil” iqtisodiyot va taraqqiyot” jurnali

O'zbekiston Respublikasi
Oliy ta'lim, fan va innovatsiyalar
vazirligi huzuridagi Oliy
attestatsiya komissiyasi
rayosatining
2023-yil 1-apreldagi 336/3-
sonli qarori bilan ro'yxatdan
o'tkazilgan.



MUNDARIJA

Oliy ta'lim islohotlarida – muhandislik maktablarini institutsional rivojlantirish asoslari	16
Qo'ng'irotboy Avezimbetovich Sharipov, Abduqunduzova Nazokat Usmonqulovna	
Xufiyona iqtisodiyot mamlakatimiz rivojiga to'siq bo'lmoqda	20
Muxiddin Kalonov	
"Yashil" iqtisodiyotni moliyalashtirish amaliyotini takomillashtirish	24
Muhammadiyeva Maftuna	
Oliy ta'lim tizimidagi islohotlarda innovatsion yechimlarning zarurati	27
Abduqunduzova Nazokat Usmonqulovna	
Hududiy turizm rivojlanishining iqtisodiy samaradorligini oshirishda ish beruvchilar va yonlanuvchilar o'rtasidagi iqtisodiy munosabatlarni aniq sotsiologik baholash.....	31
Dustmurodov Orifjon Ismatilloevich	
Перспективы развития средств размещения в экологическом туризме на охраняемых природных территориях Узбекистана.....	40
Ахмедходжаев Равшан Темурович	
Bank kartalari orqali ko'rsatilayotgan xizmatlari bozorining rivojlanish borasidagi asosiy tendensiyalari va muammolari	49
To'irov Yunus Alamovich	
Kichik biznes subyektlarida innovatsionraqabatbardosh mahsulotlar ishlab chiqarish orqali import o'rnini bosish strategiyasini shakllantirish istiqbollari.....	55
Rustamov Alisher Raxmataliyevich	
Nodavlat umumiy o'rta ta'lim maktabning faoliyati samaradorligini aniqlashda innovatsion usullardan foydalanish.....	62
Ustadjalilova Xurshida Aliyevna	
Tijorat banklarida bank risklarini boshqarishning strategik ahamiyati.....	67
Altibayev Xudayberdi Kuvandikovich	
Klaster iqtisodiy subyekt sifatida: mohiyati va tasnifi.....	71
Usmonov Sharofiddin Pazlitdinovich	
Tijorat banklari tomonidan yoshlar tadbirkorlik faoliyatini kreditlashning nazariy-uslubiy jihatlari.....	76
Asrorov Azizbek Isomiddin o'g'li	
Oliy ta'lim muassasalari xalqaro tasnifi: nazariya va tendensiya.....	81
Yuldashev Iskandar Bahromovich	
Iqtisodiyot transformatsiyasi sharoitida xo'jalik yurituvchi subyektlar moliyaviy resurslarini boshqarishda metodologik yondashuvlar va ilmiy qarashlar	86
Jiyanova Nargiza Esanboyevna	
Davlat-xususiy sheriklik munosabatlarini samarali tashkil etish mezonlari va omillari.....	93
Z. Abdikarimova, S. Madaminov	
Savdo korxonalari boshqaruv samaradorligini oshirish imkoniyatlari.....	97
Q. J. Mirzayev, Sh. M. Islomov	
Sociological Assessment of Migration Processes	102
Gulmurodov Kamoliddin Abdukodir ugli	
Current issues of business management in the context of digitalization of the economy	112
Safarov Bakhtiyor Djurakulovich, Kadirova Zulhumor Namazovna, Dadabaev Kuchkor Abdullaevich	
Методические основы маркетинговых стратегий акционерных обществ.....	118
Эркинов Шахзод Баходир ўғли	



Insurance Mechanisms in Foreign Trade: Mitigating Risk and Facilitating Global Commerce	125
Abirkulova Sohijjamol	
Improving the Conceptual Framework for Modernizing the Tax System (Using the Example of Uzbekistan)	130
Bakhrom Nomazov	
Ayollarning inson kapitalini rivojlantirishda kraudfanding platformasining ijtimoiy-iqtisodiy ahamiyati	136
Bozorova Saxobat Abdujapparovna	
Evaluating the Environmental Sustainability of Uzbek Firms in the Green Economy.....	142
Nurbek Xalimjonov Ulugbek ugli	
O'zbekiston iqtisodiyotini innovatsion rivojlanishida inson kapitalining roli	148
Eshmirzayev Faruddin Ilhomjonovich, Salimova Zaxro Sobirjon qizi	
Agroklastarlarda asosiy vositalarni modernizatsiyalash va ta'mirlash xarajatlarini tahlil qilish	155
G'afforov Ilhomjon Ilyosjonovich, Mirzayev Behzod Abdug'ofur o'g'li, Narzullayev Nodirbek Aziz o'g'li	
Improving the Practice of Increasing the Effectiveness of Managing Innovation Processes in Commercial Banks	160
Juraev K. T.	
Tadbirkorlik subyektlari eksportini rivojlantirishda raqamli platformalardan foydalanish	164
Mamasoatov Dilshod Ravshanovich	
Iqtisodiyotni raqamlashtirish va yashirin iqtisodiyotni kamaytirishda solliqlarning roli va ahamiyati.....	169
Madraximov Baxtiyorjon Ortiqboy o'g'li, Rizayev Xabib Abduraufovich, Namazov Sa'dulla Namozovich	
O'zbekistonda "yashil" iqtisodiyotga o'tishning joriy holati tahlili.....	175
Rahmatullayeva Dilbar Olimovna	
Buxoro viloyatida savdo xizmatlari raqobatbardoshligini baholash uslubi-yatini takomillashtirish..	181
Raxmatov Akmal Anvar o'g'li	
The Contribution of Transport in the Development of Tourism Industry (Case Study: Uzbekistan).....	187
Rofeeva Rukhshona Shavkatovna	
Tadbirkorlik tavakkalchiligini sug'urtalash tizimi.....	192
Sabirova Asal Shuhratovna	
Improving the Effective use of Funds From Taxes and Fees in Kashkadarya Region	196
Shakhzod Zokhidov	
Iqtisodiyotning innovatsion rivojlanishi sharoitida sanoat korxonalarida iqtisodiy salohiyatni boshqarish	202
Kadirova Shaxnoza Ilhomovna	
Yangi O'zbekiston oliy ta'lim muassasalarida kadrlar tayyorlash masalalari.....	207
Usmonov Baxodir Suvonqulovich	
Temir yo'l transportida innovatsion faoliyatni rivojlantirish yo'llari	211
Nasimov Shavkat Vasiyevich	
O'zbekistonda banklararo raqobat.....	219
Zunnunova Xulkar Muxtorovna	
O'zbekistonning xalqaro moliya tizimiga integratsiyasini ta'minlashni takomillashtirish	225
Nasirxodjayeva Dilafuz Sabitxanovna, Kuchkarov Sanjar Baxtiyarovich	
Respublikamizda raqamli iqtisodiyotni rivojlantirish istiqbollari	229
Abduxamid Abdumalikovich Bektemirov	
Iqtisodiy xavfsizlik tushunchasining mohiyati.....	233
Aripov Oybek Abdullayevich, Madiyorov Shavkatbek Muxtarovich	



Aksiyadorlik jamiyatlarida konsolidatsiyalashgan moliyaviy holat to'g'risida hisobot tuzishning bosqichlari.....	237
Eshonqulov Azamat Abdiraximovich	
Davlat moliyaviy nazoratining turlari va shakllari.....	241
Karayev Payzillaxon Yusufxonovich	
Tog' turizmini rivojlantirish manfaatlarini yo'lida investitsiya resurslarini to'plash mexanizmlarini ishlab chiqish samaralari.....	245
Xidirov Alimardon Dagarovich	
The Main Role of the Teacher While Managing the Classroom and Some Aspects of Teaching English	248
Nilufar Turdiyeva	
Davlat xususiy sherikchilik faoliyatining menejment funksiyalari tizimida muvofiqlashtirishning ahamiyati	252
Suleymanov Farrux Raximjon o'g'li	
Qishloq xo'jalik mahsulotlarini ishlab chiqarish hajmlari va sohada amalga oshirilayotgan tarkibiy-miqdoriy o'zgarishlar dinamikasi	256
G. Sh. Qo'ldosheva, A. J. Toshboyev	
Логистика в Азии: опыт и перспективы оптимизации	260
Каюмова Паризода	
Temir yo'l transportida yo'lovchi tashish imkoniyatlarini oshirishning zamonaviy yondoshuvlari...	266
G. I. Abdulxamidova	
Повышение эффективности использования местных налогов и сборов в Кашкадарье: международная перспектива	272
Shahzad Zokhidov	
Financial and Credit Support for Investment and Innovative Developing Activities of a Tourist Enterprise	275
Rozokov Mukhammadaziz Mansurovich	
Роль контроля качества по хранению и переработке зерна в обеспечении продовольственной безопасности Республики Узбекистан	282
Холбекова Дилобар Расулжон кизи	
O'zbekistonda mahalla boshqaruvi tizimi faoliyatini takomillashtirish masalalari.....	289
Gafurov Ubaydullo Vaxabovich	
Kichik biznes va tadbirkorlik sharoitida oziq-ovqat mahsulotlarini ishlab chiqarish va sotishning xorijiy tajribasi	296
Dilnoza Meyliyeva	
Cross Cultural Preblems in International Business Negotiations	301
Xoldarova Fariza Tuxtabayevna	



CROSS CULTURAL PROBLEMS IN INTERNATIONAL BUSINESS NEGOTIATIONS

Xoldarova Fariza Tuxtabayevna

Senior teacher, TSUE, Tashkent



Abstract: This study examines the need to understand the cultural characteristics and psychology of partners for successful international negotiations, analyzes the influence of national traditions and non-verbal communication in the negotiation process. The author focuses on the differences in approaches to business meetings and negotiations of different cultures, and also offers recommendations for adapting to an intercultural environment and strategies for effectively conducting business negotiations. This study examines the development of intercultural competence in modern international business, as respect for cultural differences contributes to increasing the effectiveness of international business interactions.

Key words: intercultural communication, business etiquette, international negotiations, cultural differences, nonverbal communication.

Annotatsiya: Ushbu tadqiqot muvaffaqiyatli xalqaro muzokaralar uchun sheriklarning madaniy xususiyatlari va psixologiyasini tushunish zarurligini o'rganadi, muzokaralar jarayonida milliy an'analar va og'zaki bo'lmagan muloqotning ta'sirini tahlil qiladi. Muallif turli madaniyatlarning ishbilarmonlik uchrashuvlari va muzokaralariga bo'lgan yondashuvlardagi farqlarga e'tibor qaratadi, shuningdek, madaniyatlararo muhitga moslashish va biznes muzokaralarini samarali olib borish strategiyalari bo'yicha tavsiyalar beradi. Ushbu tadqiqot zamonaviy xalqaro biznesda madaniyatlararo kompetentsiyaning rivojlanishini o'rganadi, chunki madaniy farqlarni hurmat qilish xalqaro biznes o'zaro munosabatlari samaradorligini oshirishga yordam beradi.

Kalit so'zlar: madaniyatlararo muloqot, ishbilarmonlik etiketi, xalqaro muzokaralar, madaniy farqlar, og'zaki bo'lmagan muloqot.

Аннотация: В данном исследовании рассматривается необходимость понимания культурных особенностей и психологии партнеров для успешных международных переговоров, а также анализируется влияние национальных традиций и невербального общения на переговорный процесс. Автор акцентирует внимание на различиях подходов к деловым встречам и переговорам представителей разных культур, предлагает рекомендации по адаптации к межкультурной среде и стратегии эффективного ведения деловых переговоров. В данном исследовании рассматривается развитие межкультурной компетентности в современном международном бизнесе, поскольку уважение культурных различий способствует повышению эффективности международных деловых взаимодействий.

Ключевые слова: межкультурная коммуникация, деловой этикет, международные переговоры, культурные различия, невербальное общение.

INTRODUCTION

The heart of human interaction is negotiation. People negotiate when they interact verbally or nonverbally, consciously or unconsciously. Today businesses are extending their frontiers beyond domestic markets all over the world. In this global business environment, cross cultural negotiation becomes a common field of research. Each nation has its own unique cultural traditions and national characteristics, because people living in the same geographical area and sharing the same religion often differ significantly from each other in language and local customs. What is communicated, how it is communicated, how people think and behave during negotiations can differ across cultures. And we can easily imagine what difficulties may arise in the interaction between representatives of Western Europe and residents of the Republic of Uzbekistan.

With the growth of globalization, international relations are becoming more intense, and the practice of international negotiations is becoming more intense. The effectiveness of modern business communications



largely depends on the ability to take into account the national characteristics, traditions and customs of the negotiators. When developing negotiation strategies and tactics, as well as when choosing arguments, it is extremely important to take into account the sociocultural characteristics of the interlocutors, their psychology, habits and preferences ^[4]. This knowledge contributes to the rapid establishment of mutual understanding with negotiating partners.

When conducting business interactions with representatives of foreign companies and organizations, it is important to remember that these contacts involve citizens of different countries. Decisions made in the future depend on the correct organization and conduct of negotiations. In the West, the basic principles of business communication ethics are often referred to as the concept of “personal public relation” (“personal relations with the public”) ^[3]. Currently, there is a problem of insufficient awareness of the distinctive features of business relations of other states. Neglect of this problem often leads to difficulties in establishing business contacts with foreign partners.

METHODOLOGY

When conducting business negotiations and traveling abroad, it is extremely important to master sign language and non-verbal communication. In the context of international business, even the smallest and seemingly innocuous gesture can affect the outcome of a serious transaction. Neither the appearance, nor the level of expression, nor the attractiveness of the proposal will save you from the negative impression caused by inappropriate gestures or facial expressions. In the modern world, lack of knowledge about the national characteristics of business etiquette can cause an undesirable impression among partners and complicate interaction both at the stage of negotiations and during the implementation of joint projects ^[5].

In most cases, the rules of business meetings require a brief, informal conversation before negotiations begin and after any agreement is reached. This approach allows participants to adapt to the new environment and establish initial contact with each other. However, it is not advisable to start a conversation on abstract topics with all partners. For example, Germans and Finns prefer to immediately move on to discussing specific issues ^[1]. While in Mexico and Saudi Arabia a short conversation before discussing a case is considered acceptable, national aspects are not usually discussed. For example, with Mexicans you should not talk about the problems of the poor, and with business representatives from Saudi Arabia it is better to avoid mentioning the affairs of their spouse or daughters. For example, Korean negotiators are willing to spend considerable time gathering information and discussing various details before the bargaining stage of a negotiation can begin ^[6].

RESULTS AND DISCUSSION

Business negotiation etiquette involves choosing a specific strategy, which largely depends on the cultural characteristics of your partner. American businessmen often adhere to tactics of persistent promotion of their interests and active advertising, while Australians prefer a more moderate approach and do not like to be imposed on them and, as a result, often reject overly persistent partners.

The etiquette of business negotiations in the Middle East and Africa includes elements of trade, where each party offers its own terms or prices, and everything is discussed until an agreement is reached. It is important to note that in such negotiations it is important to show politeness and respect for the interlocutor. Everyone should be given the opportunity to express their opinion and defend their point of view. In accordance with the rules of business etiquette, calm behavior, reasonable perception of information and the absence of unnecessary emotions are valued at business meetings. However, not everyone adheres to these rules due to their national characteristics of temperament or personal character traits ^[2].

Mentality is a set of national and racial characteristics that are characteristic of a certain group of the population and distinguish it from other groups. The main difference in culture and mentality between the East and the West lies in their different views on the place of man in the world. Despite the rapid approach of the Eastern way of life to the Western European one, its national mentality remains at the level of subconscious historical dominants, which must be taken into account in business communication.

Every country and every nation has its own traditions and customs in business communication and business ethics. There are two points of view on this matter, both of which recognize the presence of national characteristics. Representatives of the first point of view suggest that the intensity of business communication in the modern world leads to the “blurring” of national boundaries and the formation of uniform norms and rules. The development of international relations, exchanges in the field of culture, science and education help accelerate this process. Representatives of the second direction, on the contrary, pay great attention to national characteristics in international business communication, especially in negotiations, which are a key part of this process. They believe that “difficulties in negotiations arise from differences in expectations,” which in turn are caused by



differences in culture. They also note that the greatest influence on a person is exerted by the values, traditions and customs he learned in childhood, that is, those that have a national basis. With the participation in international business of an increasing number of people who do not have experience in international communication, a significant element of national specificity is introduced into business interactions.

CONCLUSION

Business etiquette has been formed over many years as a result of the constant selection of rules and forms of the most appropriate business behavior that contributes to success in business relationships. The rapid process of globalization and increasing economic ties are leading to growth in export and import markets, leading to many companies becoming international. In such conditions, the success of doing business largely depends on knowledge and compliance with the business etiquette of the countries with which businessmen cooperate.

Local etiquette when conducting business abroad poses a significant challenge for those traveling internationally for business. It is important to have an understanding of the culture, traditions and good manners of the countries from which business partners come. It is necessary to carefully study how to behave correctly in various situations in specific countries. In conducting business negotiations preparation, understanding and success are strongly linked. Preparation by researching the cultural background of other party is very important in negotiation. A negotiator who has effectively prepared will understand the negotiation style of those who are on the other side of the table, accept and respect their cultural beliefs and norms. The negotiator is conscious of personal mannerisms and how they are viewed by the other party. These efforts will be greatly appreciated by the counterpart negotiator. It will result in greater respect, greater success and a long lasting business relationship. To begin with, you should master at least a few phrases, such as "thank you" and "please," and also learn how to count to ten. If you don't have an exact idea of how to act, you should contact the person by his first and last name. Many countries also appreciate it when visitors eat local food. Despite the existing differences in the norms and rules of business conduct and communication in different countries, the basic principles remain the same. These include respect for a business partner and his time, respect for his personal life and maintaining a certain distance in business communications, as well as respect for the culture and history of a given country.

References:

1. Botavina Elena Borisovna, & Sizova Svetlana Vladimirovna (2021). Intercultural models of linguistic communication among managers. *Contemporary Teacher Education*, (3), 189-194.
2. Mikhelson Svetlana Viktorovna (2021). Intercultural Communication In The Context Of Business Interaction: Theoretical And Practical Aspects // *Bulletin of Chelyabinsk State University*, (2 (448)), 45-53.
3. Mochalov, E. V., & Furmanova, V. P. (2014). Ethics as a mechanism for harmonizing relations in intercultural communication. *Educational Integration*, 18 (4 (77)), 37-43.
4. Pavlova Lyudmila Grigorievna, & Kashaeva Elena Yuryevna (2016). Intercultural aspects of business communication. State and municipal administration. *Scientific notes*, (2), 234-240.
5. Khoteeva Margarita Sergeevna (2017). Ethics and psychology of business communications in an intercultural context. *Manuscript*, (3-1 (77)), 174-177.
6. Xoldarova Fariza (2019). How To Deal With Cross Cultural Problems In International Business, Negotiation (South Korean Style)// *Bulletin of National University of Uzbekistan named after M.Ulugbek*. (1/1), 201-205.

Jurnal sayti: <https://yashil-iqtisodiyot-taraqqiyot.uz>

Yashil

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz Hakimov

Musahhih: Xondamir Ismoilov

Sahifalovchi va dizayner: Iskandar Islomov

2024. № 6

© Materiallar ko'chirib bosilganda "Yashil" iqtisodiyot va taraqqiyot" jurnali manba sifatida ko'rsatilishi shart. Jurnalda bosilgan material va reklamalardagi dalillarning aniqligiga mualliflar ma'sul. Tahririyat fikri har vaqt ham mualliflar fikriga mos kelamasligi mumkin. Tahririyatga yuborilgan materiallar qaytarilmaydi.

Mazkur jurnalda maqolalar chop etish uchun quyidagi havolalarga maqola, reklama, hikoya va boshqa ijodiy materiallar yuborishingiz mumkin.

Materiallar va reklamalar pullik asosda chop etiladi.

El.Pochta: sq143235@gmail.com

Bot: [@iqtisodiyot_77](https://t.me/@iqtisodiyot_77)

Tel.: 93 718 40 07

Jurnalga istalgan payt quyidagi rekvizitlar orqali obuna bo'lishingiz mumkin. Obuna bo'lgach, [@iqtisodiyot_77](https://t.me/@iqtisodiyot_77) telegram sahifamizga to'lov haqidagi ma'lumotni skrinshot yoki foto shaklida jo'natishingizni so'raymiz. Shu asosda har oygi jurnal yangi sonini manzilingizga jo'natamiz.

"Yashil" iqtisodiyot va taraqqiyot" jurnali 03.11.2022-yildan O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №566955 reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.

Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.

