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CULTURAL DIFFERENCES IN BUSINESS COMMUNICATION BETWEEN THE EAST AND WEST

The definition of the Eastern culture and the Western culture seems to have the same origin. These cultures developed together for some time, but after some time they became really different. They can have some similar features, but also, they are really different ones. For the purpose of clarity, it has been assumed that Asia, including Middle East, depicts the Eastern world while Europe and North America - the Western world [3].

When it comes to business communication and decision-making, both East and West have different points of view and stances. If to notice in contracts, agreements and appointments, the cultural differences can be huge. Many think that business negotiations may fail due to technical difficulties such as lack of preparation and planning. Instead, cultural factors can affect communication and decision making process greatly.

Understanding how businesses works in both Western and Eastern countries can help in connecting with foreign counterparts. To build interpersonal communication across cultures, it is necessarily to be aware of such aspects, as *individuality, attitude, forthrightness, the status of leader, the workplace, traveling and vacations* [1; 2; 4].

Eastern and Western people not only live in different lifestyles, but also think in distinctively different ways. Although some of the characteristics are not so arbitrary anymore nowadays, they still exist in our society.

Understanding these characteristics would definitely benefit our appreciating and learning from each other's culture.

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MANAGEMENT OF THE FORMATION AND USE OF PROFITS OF THE ENTERPRISE

One of the most important factors in the profit of a pharmaceutical company is the internal state of the country's economy, namely fluctuations of the exchange rate in the Ukrainian market. Today, the exchange rate is an integral part of the economy. This indicates that the company is forced to conduct settlements in foreign currency. Therefore, the sharp increase in the exchange rate, the company may suffer high losses. This is due to the fact that the manufacturer along with the increase in production costs, has no ability to sharply increase the market value of goods or services. It is for this reason that the manufacturer is forced to either raise prices for his product or suffer losses. Therefore, very often in a crisis state of the country's economy, most enterprises require sanitation interference in the work of the enterprise.

Another problem of the modern pharmaceutical market is the introduction of a new law on VAT on medicines. This introduction regulates the Law of Ukraine "On Prevention of Financial Crisis and Creation of Preconditions for Economic Growth in Ukraine" published in