

CHARACTERISTICS OF INTERNATIONAL BUSINESS

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Abstract. This article analyzes the specific features of conducting international business and highlights its complex and multifaceted nature. The study examines cultural, social, political, legal, and economic factors of the international business environment through an integrated approach. It also covers global logistics, supply chain management, human resource management, market entry strategies, and the integration of international legal norms into national legislation. Currency volatility, political instability, trade barriers, and cultural differences are evaluated as major factors influencing international business activities. The findings show that strategic flexibility, risk management, and a comprehensive approach are essential for ensuring competitive advantage in the global market.

Keywords: international business, globalization, cultural factors, legal norms, strategic management, sustainable development, currency risks, logistics, supply chain.

Annotatsiya. Ushbu maqolada xalqaro biznes yuritishning o'ziga xos xususiyatlari, uning murakkab va ko'p qirrali tabiati ilmiy jihatdan tahlil qilingan. Tadqiqotda xalqaro biznes muhitining madaniy, ijtimoiy, siyosiy, huquqiy va iqtisodiy omillari kompleks yondashuv asosida ko'rib chiqilgan. Shuningdek, global logistika, ta'minot zanjiri, inson resurslarini boshqarish, bozorga kirish strategiyalari hamda xalqaro huquq normalarining milliy qonunchilikka integratsiyalashuvi masalalari yoritilgan. Valyuta kurslarining o'zgaruvchanligi, siyosiy beqarorlik, savdo to'siqlari va madaniy tafovutlar xalqaro biznes subyektlari faoliyatiga ta'sir qiluvchi muhim omillar sifatida baholangan. Tadqiqot natijasida xalqaro biznesda raqobat ustunligini ta'minlash uchun strategik moslashuvchanlik, risklarni boshqarish va kompleks yondashuv zarurligi asoslab berilgan.

Kalit so'zlar: xalqaro biznes, globalizatsiya, madaniy omillar, huquqiy me'yorlar, strategik boshqaruv, barqaror rivojlanish, valyuta xatarlari, logistika, ta'minot zanjiri.

Аннотация. В статье углубленно анализируются специфические особенности ведения международного бизнеса и раскрывается его сложный, многогранный характер. В исследовании комплексно рассмотрены культурные, социальные, политические, правовые и экономические факторы международной бизнес-среды. Освещены вопросы глобальной логистики, управления цепями поставок, человеческими ресурсами, а также стратегий выхода на зарубежные рынки. Особое внимание уделено влиянию интеграции норм международного права в национальное законодательство, волатильности валютных курсов,

политической нестабильности и торговых барьеров на деятельность субъектов международного бизнеса. В результате обоснована необходимость стратегической гибкости, эффективного управления рисками и комплексного подхода для обеспечения конкурентных преимуществ на мировом рынке.

Ключевые слова: международный бизнес, глобализация, культурные факторы, правовые нормы, стратегическое управление, устойчивое развитие, валютные риски, логистика, цепь поставок.

Introduction

Currently, the interconnectedness and integration of the global economy is becoming increasingly strong. Therefore, conducting international business creates not only new opportunities for enterprises, but also complex problems. Unlike domestic business, international business requires cross-border operations, and in this process, enterprises encounter different cultural, political, legal and economic systems. These factors require in-depth analysis, careful strategic planning and a high level of flexibility from international business entities.

The increase in global trade, technological innovations, the development of communication tools and the deepening of international cooperation are creating opportunities for companies to develop new markets. However, along with such opportunities, risks such as sharp fluctuations in exchange rates, political instability, trade restrictions and cultural differences are also increasing. In this regard, the scientific study of the specific features of conducting international business is an urgent issue.

Literature review

The scientific literature on international business shows that this field is a multifaceted and constantly developing direction. Scientific sources emphasize the need for a deep understanding of not only economic factors, but also cultural, legal, political and institutional factors for successful international business. In particular, the specific business environment, regulatory mechanisms and national characteristics of each country are of great importance in developing a market entry strategy. Your article

According to the analysis, export potential, global market competition, tariff and non-tariff barriers, environmental and economic risks have a significant impact on international business activities. Also, the integration of international legal norms into national legislation serves as an important legal basis for the activities of enterprises. The differences in approaches to the application of international law in different countries require legal flexibility and a high level of institutional knowledge from international business entities.

Research methodology

This article used qualitative, descriptive and analytical approaches to highlight the specific features of international business. The research was conducted using a deductive method, and the theoretical foundations and practical aspects of international business were summarized based on secondary data. The analysis used scientific literature, case reports and selected examples.

The research process used comparative analysis, logical generalization, systematic approach, analysis and synthesis methods. This methodology made it possible to assess the factors affecting

international business as a whole system, determine their interrelationships and substantiate the factors of success in the global market.

Analysis and results

One of the most important features of international business is the diversity of the cultural environment. Consumer values, negotiation styles, management culture and work ethics differ in different countries. Therefore, companies operating in the international market must adapt their product, marketing and communication policies to local conditions. Otherwise, cultural incompatibility can negatively affect the market position of the enterprise.

Another specific aspect of international business is related to legal and political factors. Each country's tax system, customs procedures, licensing, investment protection and labor legislation differ from each other. In addition, political instability, sanctions, trade restrictions and geopolitical conflicts serve as a major source of risk for international business entities. Therefore, international companies should pay special attention to legal expertise and political risk analysis when entering new markets.

Economic factors are also one of the main criteria determining the effectiveness of international business. In particular, the volatility of exchange rates, inflation, interest rates, the level of tax burden and access to financial resources directly affect the decisions of the enterprise. In this regard, it is important to reduce financial risks, hedge currency risks and use diversification mechanisms in international business.

From an operational point of view, international business is closely related to global logistics, supply chain and human resource management. The movement of raw materials and finished products through the territory of several countries increases the complexity associated with transport, customs, time and costs. At the same time, the need to work with representatives of different nationalities in international enterprises requires intercultural competence in human resource management.

The results of the analysis show that in order to achieve success in international business, enterprises should not be limited to a universal strategy. On the contrary, they should act in accordance with the cultural, legal, economic and institutional conditions of each market. Strategic flexibility, informed decision-making, risk management, and innovative approaches are key factors that increase the effectiveness of international business.

Summary

In conclusion, conducting international business is a much more complex, multifactorial, and dynamic process than domestic business. Its specific features are determined by cultural differences, diversity of legal systems, economic instability, political risks, and operational complexities. Therefore, to succeed in the international market, enterprises must apply careful strategic planning, effective risk management, adaptability to market conditions, and innovative approaches. Your article

In the future, it is appropriate to pay special attention to such areas as digitalization, artificial intelligence, geopolitical changes, platform economy, and sustainable development in a deeper study of international business. These areas play an important role in the formation of new models and mechanisms of international business.

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