

PECULIARITIES OF BUSINESS CULTURE OF GEORGIAN COMPANIES: FROM STEREOTYPES AND REALITY

The article substantiates the peculiarities of the business culture of Georgian companies: from stereotypes to reality and analysis of specific theoretical issues. It is known that the business culture of the state has a serious impact on the peculiarities of management and management style. Business culture refers to the system of relations expressed in norms, values and knowledge in the field of business. Human behavior in business is influenced by many factors – geographical, social, natural, economic, religious and some others, which are then reflected in the formation of certain traditions and habits. These conditions give rise to certain systems of life, upbringing, and labor. Studies even show that even during changes in the management of the farm, they continue to influence the labor habits and mental characteristics of a significant part of the population. The following main stages can be conditionally distinguished in the history of the formation of Georgian business culture: pre-revolutionary, USSR and modern periods. The first two were very important. For example, the peculiarities of the Georgian national character, which were developed over the centuries, or the Soviet norms, rules, as well as economic and managerial orientations, are still reflected in the Georgian style of business relations.

The business culture of the state has a serious impact on the peculiarities of management and management style. Business culture refers to the system of relations expressed in norms, values and knowledge in the field of business. Human behavior in business is influenced by many factors – geographical, social, natural, economic, [1] religious and some others, which are then reflected in the formation of certain traditions and habits. These conditions give rise to certain systems of life, upbringing, and labor. Studies even show that even during changes in the management of the farm, they continue to influence the labor habits and mental characteristics of a significant part of the population.

Peculiarities of Georgian economic behavior

Business traditions in Georgia were formed under the influence of natural as well as historical-political and social factors, which led to their variability and diversity. At the same time, the diversity of religious and cultural customs, as well as the arrangement of farmers in Georgia led to the diversity of business people and the variety of business relationships, as a result of which the Georgian business culture today is very diverse.

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There is no strong tradition of capitalist entrepreneurship in the history of Georgia that could promote the development of business traditions. Thus, the not-so-distant period of new business development was celebrated in the first half of the 20th century, in the conditions of the Independent Republic of Georgia (1918-1921), but then for 70 years business was considered illegal and that was enough time to lose any entrepreneurship. Georgian entrepreneurial traditions and culture would give ability and oblivion [2]; [3].

For the last century, the basis of economic management has been the planning system, which has virtually disintegrated in the process of modern Georgian reforms. With the collapse of the USSR, governing behavior underwent a serious transformation. The state used to be the owner and cared more about control and restraint than about a creative approach and encouragement. Referred to specific tasks that were mostly measured in a natural way. Eventually, the Soviet economy became known for embezzlement, the production of unnecessary products, economic disproportions, and other negative events. In Georgia, the creative approach jeopardized the implementation of the plan and was not successful.

The transition to the market type of farming and management has led to a change in governance behavior and forced people to reconsider their outdated principles. At the same time, the main reason for many negative signs of modern business culture, including low level of business ethics, is that the slow development of the institutional sphere in Georgia does not correspond to the fundamental and drastic changes in the value system.

First, the socialist system, which preached collectivism and the absence of individual values, was replaced by another, market system based on individual initiative and responsibility. But the radical changes were not accompanied by adequate development in politics, economics, social spheres, which led to confusion in definitions and values. It was obscure what was right and wrong, ethical or unethical. This applied to both everyday life and business behaviors.

Nevertheless, the process of integration into the world system, the impact of globalization and membership in the World Trade Organization requires Georgia to develop a certain concept in the field of governance.

Many foreign and Georgian explorers have tried to analyze the Georgian business culture by highlighting its main features, focusing on its strengths and weaknesses, referring to the historical sources of each of its parameters.

After analyzing their works, we come to the conclusion that any modern sign of Georgian business can be found in the historical context. For example, collective forms of labor activity – the peasant community in agriculture and artel production – promoted collective forms of labor activity, and so on.

There is no standard set of definitions for Georgian business, yet very often Georgian and foreign researchers agree that some parallels may be drawn between the concepts they adopt.

Peculiarities of Georgian business culture

Among the foreign researchers of Georgian business culture, we should single out R. Lewis, who notes in his research that Georgia's business culture has a centuries-old history, was also heavily influenced by the 70-year period of the communist regime. According to the researcher, many features of the Georgian people, which have so far influenced its character, can be explained by historical-geographical factors.

The attractive geopolitical situation and the constant aspirations of foreign invaders to seize our territory and take advantage of this privilege provoked a complex of insecurities that led to collectivism, and for many years led to constant duplication of expansion in Georgia (e.g., Western and Ottoman) Decrease in initiative.

Climatic conditions made people to be idle for most of the year and work unevenly for the rest of the year before breaking free. Emphasis is also placed on such negative qualities of the Georgian people as jealousy, carelessness and lack of initiative as a result of historical events and regimes.

It must be mentioned that in this case we are not saying anything new, we are just generalizing the opinion of other researchers. On the other hand, some features, in our opinion, are either hypertrophied or belong to an earlier period of development of Georgia. Locked up, jealousy and some other traits, no doubt, exist in the Georgian character, but are not its main characteristics.

Despite some hypertrophy of some aspects (which characterizes many foreign authors), on the whole our opinion coincides with the data obtained by Lewis.

In trying to formalize the peculiarities of Georgian, as well as any other business culture, a number of problems arise, which are based on the lack of a unified scale for evaluating business cultures.

Historically, there have been two approaches to the study of business cultures: "mythological", polemical, with free assumptions, focused on identifying the national spirit and the "special way of Georgia", and scientific, ethnosociological, based on measurable events in Georgia (demographic, work, cultural, political, etc.) [4].

Unfortunately, the first approach prevailed for a long time, and this was facilitated by the fact that there was no comparative principle in scientific methodology for a long time – there were no correct comparisons with other types of Georgian mentality in a unified system of coordinates. Most of the publications describe the Georgian economic mentality with the help of qualitative characteristics. In the worst case, one can find autototypes, and in the better case – one can see the phrases of the authorities – literary (Rustaveli, I. Chachavadze, K. Gamsakhurdia and others), philosophical or religious (ideology of Orthodoxy). But self-stereotypes and the opinion of any authority reflect reality mediated, subjectively, leading to the danger of distortion. Therefore, in this issue it is necessary to try to find ways to move from qualitative assessments to quantitative assessments that generalize the results of mass surveys. The study of the Georgian economic mentality has been greatly influenced by studies of foreign sciences such as Tromperance, Lewis, Hofstede, etc., whose methodologies are often used to characterize the business cultures of countries.

It should be emphasized that patriotic ethno sociology is now focused on the West (USA, Western Europe) and not on the East. If the Eastern tradition (for example, Japanese ethnology) is characterized by the predominance of theory over practice, the Western tradition has a pronounced practical, instrumental character – it is concerned not so much with the causes and in-depth essence of the study, but with the means of applying it in business practice.

Thus, sources for drawing conclusions about the peculiarities of domestic business culture are: generalized data obtained by science, which introduced a certain order and systematization in the study of business culture; Results of observations of Georgian and foreign practitioners and researchers; Data from the results of sociological surveys conducted by standard scales.

One cannot speak of the one hundred percent accuracy of the data, as not all studies had sufficient scientific substantiation: a significant proportion of sociological surveys were not representative, with many conclusions drawn from the subjective views of the authors. Nevertheless, in our view, a large part of the peculiarities have an in-depth, cultural character, while the other part is the characterization of the foreign, economic and political environment, which is reflected in the methods of conducting business.

The attitude towards wealth, money, profit is traditionally considered to be one of the brightest indicators of the business culture of any society. The pursuit of profit and accumulation is considered to be one of the essential postulates for building a capitalist society. If in the West wealth was traditionally [5]; [6] considered to be the result of human activity, skill, energy and diligence, created by the labor of generations and passed on by inheritance, a person enriched in Georgia was more often dishonest among the people, enriched at the expense of others.

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Georgian culture is less focused on material goods, so there was no widespread aspiration to accumulate, to enrich by any means. In public opinion, human dignity has traditionally been valued more inwardly rather than materially. Making a profit is not the main incentive for us, the Georgian people as a whole are not aspiring to make and accumulate long-term income. Lack of characteristic aspirations of Georgians towards personal excellence is the reason for the rather weak motivation of business and entrepreneurship, which is based on strict accounting and management. So the Georgian people as a whole can not ascend only to materialistic interests; There are many miracles of creativity and heroism in our history, heroism committed in the name of high ideals, meaning of life. In order to save the homeland, to protect the faith and the fundamental values of life, the Georgian people can mobilize and exert force. Not material incentives, but the spiritual pillars of national genius created and are creating the greatest achievements of Georgia. Hence the need for a touch of higher truths and ideas. The element of "missionary" is also mentioned by many foreign authors. At the company level, this mentality can be manifested in the need for employees to work not only for their own benefit (which is often the usual philosophy of foreign firms), but also to achieve higher and larger scale tasks both at the enterprise and country level. It is better to use your own symbols, slogans, value system.

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