



ОДЕСЬКИЙ ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ ІНСТИТУТ
КИЇВСЬКОГО НАЦІОНАЛЬНОГО ТОРГОВЕЛЬНО-ЕКОНОМІЧНОГО
УНІВЕРСИТЕТУ
ОДЕСЬКИЙ ФІНАНСОВО-ЕКОНОМІЧНИЙ КОЛЕДЖ
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УНІВЕРСИТЕТУ
ПІВДЕННОУКРАЇНСЬКИЙ ЄВРЕЙСЬКИЙ УНІВЕРСИТЕТ
«ХАБАД-ОДЕСА»

**«ЕФЕКТИВНИЙ МІЖКУЛЬТУРНИЙ ДИСКУРС:
ПОДОЛАННЯ МОВНИХ БАР'ЄРІВ У КОНТЕКСТІ
ПРОФЕСІЙНОЇ ДІЯЛЬНОСТІ»**

МАТЕРІАЛИ МІЖВУЗІВСЬКОЇ СТУДЕНТСЬКОЇ
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ З ІНОЗЕМНОЇ МОВИ

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Department of Foreign Languages and Humanities



STUDENTS' SCIENTIFIC-PRACTICAL CONFERENCE

**Effective intercultural discourse:
overcoming language barriers in the context of
professional activity**

21st April, 2021

BOOK OF ABSTRACTS



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«Ефективний міжкультурний дискурс: подолання мовних бар'єрів у контексті професійної діяльності»: Матеріали міжвузівської студентської науково-практичної конференції з іноземної мови. 21 квітня 2021. Одеса: ОТЕІ КНТЕУ, 2021. 85 с.

Дане видання містить матеріали доповідей учасників студентської науково-практичної конференції з іноземної мови «Ефективний міжкультурний дискурс: подолання мовних бар'єрів у контексті професійної діяльності», яка відбулася в Одеському торговельно-економічному інституті Київського національного торговельно-економічного університету, м. Одеса, 21 квітня 2021 року. Матеріали конференції можуть бути цікавими та корисними для науковців, аспірантів, викладачів і студентів вищих навчальних закладів.

Матеріали представлені в авторській редакції. Відповідальність за достовірність фактів, цитат, власних імен та інших відомостей несуть автори публікацій.

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ВСТУП

Міжвузівська студентська науково-практична конференція *«Ефективний міжкультурний дискурс: подолання мовних бар'єрів у контексті професійної діяльності»*, яка відбулася 29 квітня 2021 року, присвячена формуванню в студентів уявлень щодо формування в студентів уявлень щодо особливостей ведення бізнесу в різних культурах, особливостях проведення ділових перемовин в різних країнах світу, користування вербальними та невербальними засобами комунікації при спілкуванні з зарубіжними партнерами, володіння мовленнєвим етикетом.

Мета конференції: Формування професійної та іншомовної компетентностей в майбутніх економістів у контексті європейських інтеграційних процесів.

Як стверджує відомий американський дослідник О.Тейлор: «Міжкультурна комунікація – це важливий вимір ефективної освіти». Спосіб, за допомогою якого люди спілкуються, обумовлений їхньою культурою. Численні дослідження проблеми взаємодії культур свідчать про те, що досягнення позитивних результатів залежить від здатності учасників спілкування розуміти один одного, а на це впливає чимало факторів, серед яких: етнічна культура кожного із співрозмовників, психологія народів, культурні цінності, які панують в тій чи іншій державі.

У межах конференції відбулося засідання таких профільних секцій:

1. Standard communicative behavioral patterns in business.
2. Cultural differences in business communication and the ways to overcome them.
3. The importance of foreign languages for successful business.

На конференції студенти продемонстрували знання англійської мови та культури, вивченню яких в інституті надається багато уваги, а також професійні знання.



SECTION 1. COMMUNICATIVE BEHAVIORAL PATTERNS IN BUSINESS

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STANDARD COMMUNICATIVE BEHAVIORAL PATTERNS IN BUSINESS

Business communication is the process of sharing information between employees within and outside a company.

Business communication encompasses topics such as marketing, brand management, customer relations, consumer behavior, advertising, public relations, corporate communication, community engagement, reputation management, interpersonal communication, employee engagement, and event management. It is closely related to the fields of professional communication and technical communication.

Media channels for business communication:

- Internet
- Print media
- Radio
- Television
- Ambient media

- Word of mouth.

Business communication focuses primarily on achieving goals/aims and, in the case of a public company or organization, increasing dividends of shareholders

Methods of business communication

- Web-based communication;
- Video conferencing: allows people in different locations to hold interactive meetings;
- Reports: important in documenting the activities of any department;
- Presentations: popular method of communication in all types of organizations, usually involving audiovisual material, like copies of reports, or material prepared in Microsoft PowerPoint or Adobe Flash;
- Telephone meetings: which allow for long distance speech;
- Forum boards: which allow people to instantly post information at a centralized location;
- Face-to-face meetings: which are personal and should have a written follow-up;
- Suggestion box: primarily for upward communication, because some people may hesitate to communicate with management directly, so they can give suggestions by drafting one and putting it in the suggestion box.
- Letters
- Memos: letters to members of a company or organization;

Meetings can occur face-to-face, but increasingly business and industry are turning to teleconferencing and videoconferencing options as the technology improves, the cost to participate is reduced, and the cost of travel including time is considered. Regardless how you come together as a team, group, or committee, you will need to define your purpose in advance with an agenda.

You want an efficient and effective meeting, but recognize that group communication by definition can be chaotic and unpredictable. To stay on track, consider the following strategies:

- Send out the last meeting's minutes one week before the next meeting.

- Send out the agenda for the current meeting at least one week in advance.
- Send out reminders for the meeting the day before and the day of the meeting.
- Schedule the meeting in Outlook or a similar program so everyone receives a reminder.
- Start and end your meetings on time.
- Make sure the participants know their role and requirements prior to the meeting.
- Make sure all participants know one another before discussion starts.
- Formal communication styles and reference to the agenda can help reinforce the time frame and tasks.
- Follow Robert's Rules of Order when applicable, or at least be familiar with them.
- Make sure notes taken at the meeting are legible and can be converted to minutes for distribution later.
- Keep the discussion on track, and if you are the chair, or leader of a meeting, don't hesitate to restate a point to interject and redirect the attention back to the next agenda point.
- If you are the chair, draw a clear distinction between on-topic discussions and those that are more personal, individual, or off topic.
- Communicate your respect and appreciation for everyone's time and effort.
- Clearly communicate the time, date, and location or means of contact for the next meeting.

With good planning and preparation, meetings can be productive, engaging, and efficient.

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FEATURES OF BUSINESS COMMUNICATION IN JAPAN

The current business ethic of Japanese businessmen is completely different from the rules and norms of behavior of representatives of the Western business world. In the process of business communication, some actions of the Japanese side may cause confusion or be misinterpreted by a foreigner.

Here are some examples of how business communication in Japan differs from other countries.

A written notice offering to conduct any foreign trade transaction sent to a Japanese company from another company with which it has not previously entered into a business relationship will almost certainly go unanswered. Japanese businessmen prefer direct contact with a potential partner. This applies more to small and medium-sized firms than to large corporations, but for both, an almost obligatory way to get to know each other is through a face-to-face meeting with a company representative combined with a formal proposal for cooperation.

Forms of greeting in Japan

Greet with a handshake. In modern Japan, greetings and gestures incorporate also the Western handshake. Usually, people of a superior position initiate bows and handshakes, and a handshake comes after the bow.

Greet with a bow. Bows are so integral to Japanese behavior .But executing a correct Japanese bow can be a very complex matter. Social status, age, experience, and job position all come into play into how deep and how long to bow. Because the Japanese will not expect you to know all the intricacies involved, you will not be expected to bow.

Greet with words.Greeting with basic Japanese words will surely leave a good impression on your business partners. It's a sign of respect and good will to devote extra effort to learn a couple of basic phrases.

Features of non-verbal communication

Eye Contact: In Japan prolonged eye contact can be seen as aggressive, and sometimes makes Japanese people very uncomfortable.

Pointing: Pointing is a very common Western gesture that is considered rude in Japan. Instead, gesturing toward something is often done with a flat, open hand.

Physical Contact: Physical contact such as hugging, kissing on the cheek, or even touching the elbows is also strictly prohibited.

Exchanging Business Cards: Never place business cards you just received into your wallet or pocket. Instead, using a card case is proper etiquette, while placing cards into your wallet or pocket gives the impression of disrespect or that the other person's card is of no importance to you.

Japanese business card etiquette

Exchanging business cards in **Japan has a much higher importance than in the Western business context.** Presenting and receiving business cards in a correct way, while it might seem a simple procedure, can have a significant bearing on the future of your business partnership.

How to exchange business cards in Japan?

- Business cards are exchanged at the very beginning of a meeting, before taking a seat.
- Present and receive business cards with both hands, holding the sides of the card, with a slight bow.
- Opt for Japanese-English business cards. Ideally, your business cards should have one side printed in English and the other side in Japanese.

Features of communication with the Japanese:

- The Japanese try to avoid direct rejection of requests or offers and prefer allegorical expressions such as "this is very difficult" or "this must be carefully analyzed."
- The Japanese "hi" ("yes") means not so much agreement with the words of the interlocutor, but rather the fact that the information conveyed is perceived adequately, and indicates a willingness to listen and understand the partner.

- To establish business relations with a Japanese company you are interested in, you should use the practice of dating through intermediaries, which is widespread in Japan. Japanese partner will not regard you as a complete stranger to him and will listen to your suggestions with great attention.

- If you have said "Sayonara" to someone, you might as well have said "Farewell." Sayonara does not just mean "good-bye." It means "farewell." Therefore, the Japanese partners may regard this as your unwillingness to continue cooperation.

- In all forms of communication, family name comes first, followed by the given name. In Japan business communication norms dictate to match the family name with appropriate honorific suffixes: さん (san) or, more formally, “様” (sama). **Most Japanese people are familiar with the Western custom of calling each other by the first name.** To show their welcoming spirit, they might therefore refer to you with your first name followed by the word san.

The differences between Japanese business culture and Western business culture:

- Business negotiation style in Japan dictates to start with small talk. Small talk is an essential step before turning to serious, business topics. People may ask about your journey or your impression of Japan so far.

- Japanese business culture often avoids tension or conflicts. This applies to a meeting or boardroom, and this is one of the factors causing Japanese businesses to be slow in making decisions.

- When it comes to communication style, Japanese business culture often communicates on the high context level, meaning many things are unstated because you are expected to know or assume.

- Punctuality is very important in Japanese business culture. Punctuality is very much appreciated by the Japanese, and neglect of it is considered a great disrespect.

To sum up, there are many features of business communication in Japan. A small part of them was listed here. Knowledge of these features is essential for doing business with the Japanese.

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THE ROLE OF BUSINESS ENGLISH IN THE BUSINESS SECTOR

Nowadays, English has become an integral part of our lives. With the rapid progress in the study of science, the latest technologies, economic and political relations at the international level, the knowledge of a foreign language becomes more important for communication between partners and colleagues. Business English is becoming a vital tool for establishing relationships between businessmen, specialists and employees of international companies. It is the ability to competently negotiate and conclude contracts by means of using a foreign language that determines the image and professional level of business partners.

International business and the need to communicate with foreign partners are rapidly gaining momentum. Therefore, being just a good employee in the commercial and business sphere is not enough for today, because there is a noticeable difference in the salary of a manager in a company with knowledge of a foreign language and an ordinary manager with experience.

Nowadays, English is recognized as an international language. It is the first or second language in many countries around the world and is spoken by more than 500 million people worldwide. Due to the fact that the economy is constantly improving and globalizing, there is a need for the development of business English, as new professional terms for narrowly focused specialties appear. People who want to work successfully in any field of business, aviation, engineering, need to regularly improve their level of language proficiency.

An exceptional feature of the business language is the professional level of knowledge, when the ability to correctly understand and use certain terms is important. In order to avoid the possibility of misinterpretation of concepts, it is necessary to study English at work or during studies related to a specific specialization. An example is the situation when using the accounting term "non-material assets". A good financier, economist, or accountant will immediately understand what this statement means. It is necessary to correctly translate the

meaning of the term into English business language - "intangible assets". This definition will not say anything to a specialist who is not related to this professional field. It will be necessary to understand the meaning of the accounting term "intangible assets" in order to understand it correctly. When entering into contracts, commercial and legal vocabulary is constantly used. It is not possible to correctly translate any document without having an idea about the contract of sale, force majeure situations, and so on. Most often, after reading the word "goods", we associate it with the adjective "good" - "good", but it is strange to write the ending "s", but the qualified manager knows that "goods" -in business correspondence or contract means "goods". An important role in business communication is also played by vocabulary, the ability to use standard phrases and expressions, as well as general conversational skills. And it does not matter in which particular industry or business sector the dialogue is conducted. For the correct interpretation of English speech, you need to understand the vocabulary of the language, be able to correctly build your speech and avoid inaccuracies.

English is almost not heard on television: all programs are duplicated. Foreigners, with whom you can communicate live, we meet quite rarely. You need a good practice of self-study or special courses, where free communication in a foreign language in a group is very effective. In order to develop your level of language, you should constantly practice it, engage in self-development, read a lot of books in the original, attend special classes to study it, try to get acquainted and communicate with a native speaker.

Let's look at the main and most well-known methods of teaching English:

- Communicative Language Teaching
- Audiolingual Method
- Grammar-Translation
- Total Physical Response
- The Structural Approach
- Task Based Learning
- Community Language Learning

- The Silent Way

Today, when looking for a high-paying job, it becomes clear that English is one of the most important requirements in more than 65% of cases, and this figure is constantly increasing. Also, most of the Ukrainian HR specialists agree that knowledge of English is a significant increase in salary. In addition, there are many professions where knowledge of a foreign language is very important:

- ✓ IT-sphere
- ✓ Journalists, correspondents
- ✓ Managers of large companies
- ✓ Project Managers
- ✓ Engineers of various specializations
- ✓ Marketers
- ✓ Economists, financiers, brokers
- ✓ Entrepreneurs and company directors
- ✓ Web designers
- ✓ Referent translators
- ✓ Copywriters and rewriters

The world is developing and improving. And if we want to feel confident in the future, have a decent job and travel around the world, then we should think about learning English now

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SECTION 2.

CULTURAL DIFFERENCES IN BUSINESS COMMUNICATION AND THE WAYS TO OVERCOME THEM

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ASPECTS OF CULTURAL DIFFERENCES THAT AFFECT BUSINESS

It's obviously clear, that cultural differences affect global business in three primary areas – organizational hierarchy, etiquette, and communication. Understanding them and recognizing their effects on your business will prevent you from creating misunderstandings with foreign clients and colleagues. Values are the central feature of every culture. They shape tangible cultural differences. For example, a cultural emphasis on success is reflected in achievement-orientated characteristics like competitive economic systems—for example, capitalism—, child-rearing practices that encourage and reward achievement, a high prevalence of status symbols such as luxury goods, heroes who have accumulated great wealth or fame, and the acceptance and promotion of assertive and ambitious behavior.

A plenty of researches specify 9 general national cultural value differences:

1. Individualism vs. Collectivism

In Individualistic societies, people define themselves in terms of 'I' and their unique attributes. Autonomy and independent thought are valued and the interests and goals of the individual prevail over group welfare. In Collectivistic societies, people define themselves in terms of 'we' and their group memberships. Members are integrated into strong, cohesive in-groups.

2. Power Distance

Power Distance is defined from below rather than above. In high Power Distance cultures, the less powerful members expect and accept inequalities. Power is perceived to provide social order, relational harmony, and role stability. The social hierarchy needs no further justification.

High Power Distance societies are differentiated into classes. They have stable and scarce power bases (for example, land ownership). Upward social mobility is limited. Only a few people have access to resources, knowledge, and skills. Different social groups have differential involvement in governance.

3. Uncertainty Avoidance

In Uncertainty Avoidance societies, members are comfortable with different, dangerous and unknown situations. They are tolerant of change. Members hold multiple ideas as valid and accept different viewpoints. They are contemplative, emotionally stable, and relaxed. Rule-breaking is allowed. Exchanges are informal. Members prefer to rely on the word of others they trust rather than enter into contractual relationships. In strong Uncertainty Avoidance societies, members hold rigid beliefs. There are strict behavioral norms, formal rules and law, and an intolerance of rule-breaking or unorthodox ideas or behaviors.

4. Orientation to Time

There exist a plenty of different members of societies which are orientated to time. Members of Future Orientated societies are psychologically healthy and socially well adjusted because they feel in control of their lives, but they may neglect current social relationships and obligations, and can fail to ‘stop and smell the roses’.

Members of Short-Term Orientated societies are more focused on the present and past than on the future. They value instant satisfaction. Members spend now rather than save for the future. They live in the moment and are not concerned with past or future anxieties.

On the other side, members of Short-Term Orientated societies may engage in risky, pleasure-seeking pursuits and fail to recognise the negative longer-term implications of their indulgences.

5. Gender Egalitarianism

There also exist different types of gender egalitarianism – low and high. In Low Gender Egalitarianism cultures, male social and emotional roles are different from females. Men are assertive, tough, competitive, and focused on material success. Women are more gentle, tender, and concerned with quality of life. Low Gender Egalitarianism societies have few women in positions of authority. In these societies, females have lower levels of education and literacy relative to males. In addition, women hold a lower status in society and play a smaller role in community decision-making compared with men.

In high Gender Egalitarianism cultures, male social and emotional roles are similar to female roles. Both men and women are modest, cooperative, tender, and concerned with quality of life and caring for the weak.

6. Assertiveness

Members of high Assertiveness societies value competition and success. Societies with low Gender Egalitarianism typically display high Assertiveness. These societies value assertive, dominant, and ‘tough’ behaviour in both genders. Strength is admired. Aggression is viewed positively (for example, aggression is associated with winning).

7. Being vs. Doing

It’s commonly assumed, that High Doing Orientated societies believe that people have control over their destiny-anyone can succeed if they try hard enough. These societies value initiative; members display a ‘can-do’ attitude. Societies with a Doing Orientation stress performance and encourage and reward innovation and excellence.

Members of Being Orientated societies have a high regard for quality of life and feel being motivated by money is inappropriate. These societies have a polychronic approach to time (unending and circular) and a low sense of urgency.

8. HumanOrientation

Human orientation is vital in almost every kind of business, as you are dealing with people of different nationalities and with different behavior. Members of high Human Orientation societies believe that others are important. That concern extends to all people and all nature. High priority is given to altruism, benevolence, and love. Members are urged to be sensitive to all forms of racial discrimination. The need for belonging and affiliation motivates.

That’s a pity, but it is considered that the children of low Humane Orientation societies do not support their parents in their old age. In these societies, children are autonomous and family members independent.

9. Indulgence vs. Restraint

Indulgence orientated societies encourage pleasure-seeking.

To sum up, there are a lot of aspects that affect the leading business and cultural differences are not an exception. It is vital to respect the cultures and values of different nationalities and social groups, especially in business relationships.

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CULTURAL DIFFERENCES IN BUSINESS COMMUNICATIONS AND THE WAYS TO OVERCOME THEM

The companies can easily connect with the clients and colleagues today. Still, cultural communication barrier remains the primary factor to overcome these days that has corrupted many businesses. Cultural barriers are the joint most aspects that have enhanced challenges within the business world. Indeed, the cultural barrier can influence both the external and internal customers at large. This hinders them from being able to have a comfortable bond and open up.

Such aspects produce differences among two individuals in the workplace. Cultural barriers to communication can even cause misunderstandings in the relationship between company and consumer. Such situations cause employees to feel less motivated at work. It in return decreases productivity, and the outcome dissatisfies the customers.

There are many countries in the world that have their own traditions and ideas about correct and polite business relations. Examples of business negotiation styles from different countries:

1. American style of business negotiations.

Americans do not like interruptions in a conversation, they value punctuality in people, they always come to an appointment on time and believe that being late is

unacceptable and cannot be justified by anything, and therefore they are perceived especially sharply. Often, a representative of this nationality perceives being late as a personal insult. Their usual duration of negotiations is from half an hour to an hour, and preferably one-on-one.

The American delegation is always distinguished by tough pressure and is persistently trying to realize its goals.

2. Chinese style of business negotiations.

During business meetings, the Chinese are very attentive to two things: collecting information on the subject of negotiations and creating a "spirit of friendship." During the greeting in China, it is customary to exchange handshakes. They pay great attention to the appearance of partners, the manner of their behavior, relations within the delegation. The Chinese attach great importance to the establishment of informal, personal relationships with partners. It is better to give gifts not to a specific person, but to the entire organization, because local regulations may prohibit accepting personal gifts.

3. German style of business negotiations.

Germans prefer to start negotiations if they are firmly convinced that they will come to some kind of agreement with a partner. They value punctuality very much, are known for their pedantry, therefore, when negotiating with them, it is necessary to strictly adhere to the protocol. They work out their position very carefully, preferring to discuss issues sequentially: without finishing with one, they will hardly agree to move on to the next.

It is advisable to take into account the commitment of Germans to titles. For this, it is necessary to clarify all the titles of business partners even before the start of negotiations. They should be addressed by their last name, for example, "Mr. Bauer", and not by their first name, as is customary among Americans.

4. Japanese style of business negotiations.

The Japanese are punctual and are almost never late for a meeting. They are extremely scrupulous and very responsible for their obligations. Preliminary negotiations are considered as an obligatory step and are not inclined to do it without

receiving exhaustive information about the partner and his proposals. Patience in Japan is considered one of the main virtues, so business discussions often start with minor details, and it goes very, very slowly.

No pressure is acceptable when negotiating with the Japanese. Physical contact should be avoided - a handshake is undesirable.

Bowing is an essential element of good manners. Business cards are presented upon presentation. They must be received with both hands, and must be read as a sign of respect.

Below are some of the mentioned factors that can help you to overcome the problems of cultural differences.

1. Cultural difference awareness at the workplace

At the workplace, people belonging to different cultural backgrounds come together to share a common goal. The main reason cultural differences occur is when individuals at the workplace forget about the communication issues of others around. Such situations create obstacles in the path of growth and even distances the employees. They might become too demotivated to work there anymore. If the employer can recognize simple things and be aware of it, they may even find a solution to cultural difference issues at the workplace.

2. Using simple language

Language is one of the primary aspects of communication that can act as a medium to reduce the communication barrier. At that time, you as an employer could make things easy by sharing the information in simple terms. You can give detailed instruction in a meeting while simple small orders are effective in the phone calls. Overloading your employees with too much info can confuse too. You can ensure to make your data simple to understand. Such strategies create solutions that would not be as time-consuming as you would think.

3. Body language in communication

One can sometimes notice that the difference in body language creates misunderstandings among individuals at work. If you are too hard on employees, they might turn their backs and misunderstand the situation. Some wouldn't even try to share

true emotions about the working environment. Therefore, make sure to use proper body language to communicate with your employees that can enhance your connection with them.

4. Be an open-minded leader

It is critical for you to ensure that everyone feels safer around you and shares honest issues. The key is to communicate effectively with the subordinate without harming their individual feelings. You should make sure that your employees are willing to take your help and dedicate their lives to produce products.

5. Deal carefully with employees having a difference in culture

When it comes to businesses, you can imagine having individuals with diverse backgrounds packed up in a big hall to produce the same results. It can, however, be difficult for the leaders to handle the situation carefully if the cultural differences arise. In every country, the meaning of a certain sign is different. A particular sign can act as a positive source for one person while it would be negative for another. Considering that in mind, you might have to make sure that your employees stay calm under all circumstances. You need to be aware of their individual backgrounds for that. Such aspects create differences amid the employees and the employer. At such a time, you must walk ahead and try to help the outsider in your group. They would appreciate your efforts and produce better results.

People end up making things worse in the organization due to rising cultural differences. This is bound to happen since individuals with diverse background come together to work under one roof.

You just have to make sure that all the employees end up solving problems together. For that, you can follow certain steps to reduce the burden of cultural barriers in the workplace. If that is done, you can achieve faster progress and loyal employees.

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CULTURAL BARRIERS THAT HAVE TO BE OVERCOME

In the context of globalization and free trade, business communication has to cut across different cultural identities. These invariably cause cultural barriers that have to be overcome. The relaxed and leisurely pace of the Easterners, the formal and official style of the Britishers, the casual and matter-of-fact nature of the Americans, the thorough nature of the Germans and the extreme courtesy and politeness of expression of the French are all cultural features. It is easy for an American to give his opinion even to his boss whereas decisions and opinions are seldom expressed in the presence of elders and seniors in the East. To overcome any cultural barrier to effective communication one has to possess an understanding of the culture of the receiver(s) / decoder. Even in body language, there are variations. If a Filipino smiles, they say he is angry. The loop formed by the tip of the thumb and index finger is a signal of agreement in North America but an obscenity in the Southern states.

Culture is defined by the shared manners, customs, beliefs, rituals, ceremonies, laws, ideas, thought patterns, arts, tools, social institutions, religious beliefs, myths and legends, knowledge, values, a concept of self, morals, ideals and accepted ways of behaving. We live, do things, think and act in varied ways. These practices are particular ways that give us an identity. These are our cultural ways and give us the cultural identity.

Cultural Barrier

The prime dynamics of culture are the mutual social perceptual set with coordinated, meaning and action, and cultural variance. The differences in communication recital and the diverse forms of communication can create diversity among various cultures. People who live in various cultures and historical epochs communicate differently and have different patterns of thought.

Cross-cultural and Intercultural communication is very important in the contemporary world. The increase in multinational companies and firms, globalization, improved international relations, and the internet culture are the seeding agents for this demand. In a heterogeneous cultural workforce and the community, it is vital to bring a homogeneous work culture and result. To achieve these communication managers or advocators of every business and nation has to understand various cultural barriers of their team and find a solution to sustain and develop.

Language (Semantic): Language is considered as the most crucial barrier in cross-cultural communication. Since verbal communication is important in every context, the understandings of the meaning of words are also important. The language barrier occurs not only because of differences in language but also in the forms of a variety of dialects. The examples are of Chinese and Russian language where different dialects are used in several parts of the country. If one communicator is not aware of the exact meaning, it will create misunderstanding and lead to a conflict of ideas.

Cultural norms and values: Each culture hold its own values, meaning and norms different from another. This difference is caused because of truth, belief and judgment through which they acquired knowledge about society and culture. For example, in eastern countries like India, Pakistan, Srilanka the meaning of physical proximity is different from that in western countries. In western culture, people share physical proximity or closeness only with the persons whom they know. This is the reason we can find a calm and quiet environment in public transportation in western countries. On contradictory, we can find a huge, crowded environment in Indian suburban and metro rail transports.

Stereotypes: Stereotypes are any negative image or preconceived notions on a particular community and identity. These are created through mass media and their content agenda. For example, the status of transgender is considered in the different level of standard in various cultures. Same like the role and respect for women also varies from culture to culture. In social psychological viewpoint, positive stereotypes are also considered as the cultural barrier. It is representation of a particular group of people or culture in a positive way. This may be different from reality. The positive stereotypes create frames of reference in the mind of people in cultural context. For example, it is considered as people in Italy are having a great interest in art. This might be true in some sense since Italy was gone through various art movements. But if a foreigner visits Italy and interact the Italians with that mindset, he may find it difficult to encounter the reality.

Values and Beliefs: The differences in values and beliefs in cultures also create a barrier in communication. The difference in the level of acceptability in cultures is an example. The reasons behind these are influenced by religion, political environment or epistemology. Every country has numerous religions practiced by its people so the differences in their values and beliefs are also an example of cultural barriers.

Body language and gestures: Body language and gestures are other elements of the cultural barrier. It is impossible to communicate without body language and gestures. It provides meaning and justification for communication. **Overcoming Cultural Barrier**

It is important to avoid or overcome any kind of barrier for any successful and effective communication. Especially in context of cross-cultural communication, it is important to avoid all types of cultural barriers. It will create tension between different cultural contexts. The reasons for wars between two countries, business revelry are may be due to cultural barriers between communications. The following are the points which we need to keep in mind to avoid cultural barriers in communication: 1) Avoid frame of reference; 2) Use mutual language and signs; 3) Ask questions when in doubt; 4) Provide space for mutual respect; 5) Open to new ideas; 6) Accepting and adapting the different culture; 7) Understand the context of communication; 8) Avoid Stereotyped

notions; 9) Promote positive reception of cultural divergences; 10) Learn about other cultures and their norms.

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CUTURAL DIFERENCES, CULTURAL BLENDING

We'll never get tired of pointing out how important communications are when it comes to executing an effective strategy to internationalise your business.

It is essential that your potential customers understand your value proposition in their own language or at least in English -as a starting point- to be able to establish relationships with customers or distributors abroad and sell in other markets.

But sometimes it is not enough to communicate in a specific language, it is also necessary to take into account the specific characteristics of other cultures such as behaviour, communication style, and social norms.

And, when it comes to overcoming cultural barriers in business, many companies fail.

Let's go over the main cultural differences that can pose a challenge and some guidelines for overcoming the cultural gap.

Facing the challenge of cultural differences. Cultural blending.

Working in other markets also often entails dealing with different cultures. In other words, the differences are not limited to the language, but also to the way of relating with others and doing business.

And since an internationalisation project requires a great effort for any company, it is worth bearing cultural differences in mind, because they can be a determining factor in moving forward or stalling a business.

To that end, it is recommended that you get exhaustive information about the cultural context of your target country/market (you can start catching up on our

post ‘Cultural Intelligence: The door to open your business to the world?’ where we delve into how to do business in different countries/cultures).

And it’s also important for you to ‘put yourself in the shoes’ of the other party. Try to understand why other cultures follow certain customs or behave differently. We usually look at others from our point of view, that is, we try to give an answer to those other ways of doing things by looking at things only considering our background knowledge. But to truly understand your target audience will be very useful to you.

Another important point to overcome the cultural barrier in business is to know specific aspects of the target market, such as how society is structured and how people communicate. For example, in Asian and Arab countries, a high context, very technical communication is preferred, while in the United States, a low context communication is the general norm, to facilitate the understanding of information.

And what should you do with everything you learn? Take it to your value chain. Take these differences into account so that your business abroad functions as expected by the local client. This means making sure you apply the local criteria to everything, from the content you have to translate to the way you present your ideas when you talk to a potential client, to the punctuality of your deliveries. For example, there are countries ‘accustomed to being late’ where delivering the product a day late can have no impact, and others where that delay can be lethal as your customers start perceiving you as an unreliable supplier.

Interpersonal relationships are basic to both our personal and work lives. If you have to close a deal in person, you should also consider how the locals expect you to behave.

There are countries with neutral cultures, so people tend not to open up to others and look cold, especially in business, such as UK, Japan.

On the other hand, there are also affective cultures, such as the United States and Italy, where people tend to show their feelings openly.

This means you should adapt your communication and learn to interact properly. One tip that may be useful to you is to pay attention to the context, to the signs, to how others behave. What is known as *When in Rome, do as the Romans*.

Master time zones

This does not only mean knowing the time zones in which the other person is when planning a meeting, for example, online.

Overcoming the cultural barrier in business also means that you have to take into account at what times each culture performs routines. This way, you will be able to determine when an advertising campaign is carried out or when you should not make a call because the other party is already out of the office.

Another important point is to know the importance of time in your target culture. What does this mean? In sequential cultures time is worth more than gold, that is, meetings are formalism and a commitment. People don't want you to waste their time. However, in synchronous cultures, people tend to be more flexible with time, and meetings are not a commitment, but a very important part of the negotiation.

Getting involved and learning about the current affairs in each country you do business with, the public holidays, significant dates, market trends, etc. will also allow you to communicate more fluently and perform better at a business level to avoid misunderstandings and detect opportunities.

For example, imagine launching a product the day an entire country is celebrating as a family without paying attention to the media in which you are communicating the launch or when a political crisis breaks out... It can be a disaster.

Gear Translations' platform allows you to make translations consistent with your brand and business context. Our team of translators works with technological tools to maintain cross-content consistency, use specific vocabulary, and make all translated pieces in any language to feel local, with a close communicational style.

Get your first quote now and start building a solid communication to overcome cultural barriers in business.

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FACTORS THAT COULD AFFECT CULTURAL VIEWS IN THE WORKPLACE

One of the biggest challenges of living in a globally connected world is communicating effectively with people of different cultural backgrounds. Our world is made up of a diverse landscape of values and norms, and sometimes they conflict. Cultural differences, whether they stem from greater societal factors or individual experiences, can create communication barriers that hurt team productivity and collaboration. It's important to be able to identify these problems early and find solutions that ensure everyone can communicate efficiently and feel comfortable doing so.

Examples of Cultural Barriers to Communication

Sometimes cultural barriers are easy to predict, but often they don't become apparent until you're actively working together.

Factors that could affect cultural views in the workplace include:

Generation – The internet is packed with articles deconstructing the cultural differences between Millennials, Generation X, and Baby Boomers. While many of the differences between us are overblown, our varying life experiences and stages in life can strongly influence how we act and think when it comes to working.

Work Experience – When someone moves from a larger corporation to a startup or vice versa, they often face some form of a culture shock when they get there. Someone used to an environment where there is an emphasis on seniority and status may find it challenging to adapt to a flatter organizational structure.

Education – Some of us pursue formal training (i.e., college degrees, certification programs, etc.) before entering our careers, and others learn their roles on the job. How

people acquire knowledge and skills can shape how they approach projects and the people around them.

Personal Background – Where people grow up or currently live can influence their work values. For example, New Yorkers are known for their fast pace and long hours. Someone new to New York City may struggle to keep up with that pace, and a New Yorker moving to a smaller city might rub some people the wrong way with their constant sense of urgency.

Ethnicity – Ethnicity or national origin creates a lot of differences in regards to how people perceive certain expressions, behaviors, gestures, and habits. In Japan, generally speaking, people tend to be more formal than in the United States. They stand farther apart from each other when speaking and often address one another using last names with honorifics. An example of how we see this formality effect business is with customer service. In American restaurants, people expect waiters to ask how their food is, and friendly chit chat is encouraged. In Japan, quality customer service is characterized as unobtrusive.

How to Approach Differences

Cultural differences should in no way prevent you from hiring or collaborating with different kinds of people. On the contrary, diversity has been shown to boost your bottom line! But in embracing cultural diversity, you'll need to know how to bridge differences and unite your team.

Start by getting to know what those cultural differences are on your team. Some may be immediately apparent, while others will require you to seek feedback. Ask your team how they like to work and how they like to be managed. Remember, a sign of a great manager is not one's ability to apply a single management style equally across a team; it's one's ability to adapt to be the best kind of manager for each team member as an individual. As you demonstrate a willingness to learn about and accommodate cultural differences, most of your employees will respond positively.

Once you've identified areas of cultural differences, you can approach them as such:

1. Determine how these differences are relevant to the job. If someone asks for an accommodation that doesn't negatively affect the results of their work, you should freely grant it. However, if cultural differences are impacting a person's ability to complete their job, steps will need to be taken to help them adapt their workflow.

2. Identify whether or not you can reasonably accommodate the cultural difference. Sometimes there is a simple solution, like changing how you praise someone for a job well done or providing additional positive feedback. Other times, the accommodations a person requires may be incompatible with the job itself.

3. Follow through with reasonable accommodations, and lay out a plan of action for those that can't be made. Once you've decided to make an exception or change your behavior towards an individual, make sure you're following up to ensure that they're getting the continued support they need to succeed. If there was no reasonable accommodation available, determine what steps need to be taken to ensure this person receives the training and support they need to adapt their working style.

4. Educate yourself about common cultural differences. Is your team made up of all different age groups? Look up management techniques relevant to each age group and see how you can combine styles to suit different people. Is your team sprawled out across the globe? You can learn a lot from a quick Google search, and your entire team and company will be better off for your efforts.

Final Thoughts

Every preference of every individual can't be accommodated under one company. But meeting cultural differences with respect and action will allow every team member to perform at their best. Learning to work with people from different backgrounds and life experiences is essential for all of us, inside the workplace, and out.

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CULTURAL BARRIERS AND HOW TO OVERCOME THEM IN YOUR GLOBAL COMPANY AS A GLOBAL LEADER

Did you know that culturally diverse teams produce more creative and innovative results than culturally homogenous groups?

This is a result of the fact that people from different cultural groups approach challenges and problems in different ways. Different cultures think and react differently to the same situations. They get the job done in different ways.

By combining those different approaches and mindsets, a culturally diverse team not only expands their skills and knowledge pool, but has the power to think in more abstract terms and find solutions on various levels.

Of course, this only works if the team works well together — and that tends to be the tricky part. Cultural differences can lead to barriers between team members, when their different styles of approach are misunderstood, misinterpreted or not accepted.

Global leaders face not only the challenge of making a multi-cultural team work well together despite their differences, but often also of doing this while the team members are based in different international locations.

In today's globalized world, global leaders have to learn to understand a wider, richer array of work styles. They must be able to determine what aspects of an interaction are result of personality and which are a result of differences in cultural perspective.

- Five causes of cultural barriers
 1. Language
 2. Stereotypes and prejudices
 3. Signs and symbols
 4. Behaviors and belief
 5. “Us” versus “them” (ethnocentrism)

Embrace diversity and accommodate cultural differences

As a global leader, you must make your team members and employees understand that culturally diverse teams produce more innovative and and creative results as opposed to homogenous groups. Therefore, cultural differences should be appreciated, openly discussed and utilized to support each other, rather than creating barriers. You want a team to work well because of their differences, not in spite of them.

Create opportunities for your employees to learn about their colleagues' perspectives and ways of life to build open-mindedness and appreciation. Focus on the strengths that each culture brings to the mix and discuss how these strengths can be integrated in the way your team works together, handles challenges and tackles projects.

Open communication is the only way that culturally diverse teams can work through and overcome their differences to make them work well together. As global leader, it's up to you to promote that culture of open communication within your company or team.

Don't let resentment, problems, or misunderstandings between team members fester; address them as soon as they arise and give all parties the opportunity to present and discuss their grievances in a safe and open environment.

If your team members' or employees' problems are with you, listen closely to what they have to say. Thank them for their honesty, and try to find a good solution or compromise that everyone agrees with.

A company culture of open communication is grown from the top down. As global leader, you must lead by example and value everyone's opinion equally to ensure openness and honesty between your team members.

When your team members differ on a cultural level, you can unite them by creating a new common culture: your company or team culture.

Unlike leading by example to promote open communication, this won't happen in a top-down approach, though. A company or team culture must be cultivated together and include all members. As the team leader, it's important to allot specific times for the team to discuss differences and air grievances, find common ground and decide together how to proceed.

This becomes more important, but also more challenging, with a team that isn't just culturally diverse, but situated in various locations. Where people don't interact personally, it becomes more difficult to look beyond the cultural stereotypes and get to know the person behind them. But this is crucial to foster understanding of each other and building a company- or team culture together.

Rally the team around a shared vision or common cause

Bringing people together around a shared vision or common cause can be a powerful thing to unite the team and have all members pulling together in the same direction.

Maybe the product or technology you're developing and producing together will save lives or help people in need? Or you might run regular fundraisers to support local charities in your team members' locations. Or maybe you're all working together towards that 20% more revenue to ensure a raise for all team members this year.

Leading cultural diversity as a global leader

As a global leader, it is your responsibility to ensure that your team members or employees work together through their cultural differences. Be aware of the stereotypes and prejudices you may yourself have and try to consciously overwrite them. Understand the differences your team members deal with among each other and foster a company culture of open communication.

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SIX EXAMPLES OF CULTURAL DIFFERENCES IN BUSINESS COMMUNICATION

Whether you are working abroad or are required to liaise globally with colleagues or business partners, understanding how to effectively communicate with people from all over the world is a key professional skill - one that is increasingly important in today's multicultural work environment.

It can be difficult to find common ground with people from other countries, especially when their customs and business practices seem so different from your own. So we've outlined a few examples of cultural differences in communication and how they become apparent in the workplace, along with some easy tips on how to better understand your international peers.

1. Managing emails and phone calls

Telephone conferences can be very effective in improving business communication and cooperation within international companies. However, sometimes problems can arise when participants don't know what to expect from each other.

Let's look at how different cultures might approach this kind of communication - perhaps Brazilian people need some personal contact before acting or would like to know the benefits of providing information.

Small talk can be very important for Americans to build relationships. British people might use humor, whereas Chinese colleagues may want to check with the group or boss before responding.

If there are no sensitive issues involved, it's a good idea to use emails to communicate information beforehand, taking care to respect cultural differences when addressing people (for example, the use of first names in the US, and titles in Austria).

Be sure to follow your emails with telephone or face-to-face communication, especially when cooperating with cultures with high person orientation.

The telephone conference itself should have a clear structure, with time to speak for everyone. Make sure that everyone is still involved by asking for feedback from individuals, and keep in mind that some people may have to check with the group or boss before expressing an opinion.

Things will go much more smoothly once everybody feels informed and involved.

2. Presentations

Consider how people from different countries approach their goals. Future oriented cultures like those from the US want to hear about the potential benefits of a product, while past oriented audiences from places like India or China recognize credibility through past achievements. Because of this, presentation styles vary across cultures - some like to focus on the 'big picture' before going into detail and appreciate interaction with the audience.

On the other hand, in-depth presentations from low-context cultures simply concentrate on the facts. The key to a successful international conference is the ability to translate information in a way that appeals to everybody - think about your style of communication, gestures and body language when presenting.

3. Meetings and how to facilitate them

Big events like international sales meetings can quickly become disorganized and lose direction if communication breaks down between groups from each country. Participants may arrive late and leave early if there's no clear schedule, and frustration can arise if too little time is left to cover all of the topics. Perhaps some colleagues don't concentrate on the presentations, or don't go to the meals as planned.

Avoid misunderstandings by clearly defining the aims of a meeting and telling presenters what is expected from them. Remember that meeting culture for the participants could be very different from yours - it's very important to consider language requirements like interpreting and translation facilities, as well as dietary requirements, if food is being provided.

Do make sure to plan enough time for interaction and a social program around the meeting. Check what is expected from the participants and keep an open mind when considering their cultural preferences.

4. Socializing

Highly person-oriented cultures find socializing very important, because getting to know each other is necessary to doing business together. You may be invited out in many countries, often to places you may never have expected - like a karaoke bar in Japan, or a sauna in Finland.

Try to research these customs before your trip, and take advantage of being invited out to get to know each other and build trust. Not only will it benefit you professionally by meeting new contacts, you'll be experiencing something new! By showing interest, you'll make it much easier to navigate negotiations when the time comes.

5. Handling negotiations

Business negotiations can be tricky at the best of times, but even more so if there are any cultural misunderstandings. For example, Chinese culture values hospitality and getting to know business partners better before anything is agreed upon - eating together is very important, and it can take a long time before plans are made. For an American visitor, this approach could seem counter productive.

Think about the best environment for negotiations, who should be involved, and even things like appropriate clothing and seating arrangements - as with many of the above scenarios, being sensitive of cultural factors like this can make all the difference when building relationships.

6. Managing teams

Communication is vastly improved when roles and expectations are clarified and proper cross-cultural communication training has been implemented. This is especially important when managing teams from all over the world. Be aware of different styles of communication - some may be more direct than others, or only give feedback at certain stages.

Spend time on face-to-face relationship building before switching to virtual communication, and make sure to include all team members in decision making at all stages of the project. Once you've identified the cultural differences that could lead to any miscommunications or misunderstandings, find common ground and decide how you want to work together.

As with any aspect of business, things are made easier with good communication. Although this can be daunting when dealing with colleagues from different cultural backgrounds, it's important to educate yourself and your employees about how to approach any potentially delicate situations.

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DIE WICHTIGKEIT VON SPRACHFÄHIGKEITEN IN DER MODERNEN GESCHÄFTSWELT

Die Geschäftswelt entwickelt sich ständig weiter. Unternehmen entwickeln sich und aktivieren sich in einem diversifizierten Umfeld, in dem physische Grenzen nicht mehr eingehalten werden. Aufgrund der beschleunigten Globalisierung leben wir jetzt in einer Welt, in der jede Art von Geschäft die Möglichkeit hat, sich über Grenzen hinweg auszudehnen. Dies machte Sprachkenntnisse zu einer sehr wichtigen Geschäftskompetenz, die die Karriere eines jeden ankurbeln wird.

Im englischsprachigen Raum ist diese wesentliche Geschäftskompetenz jedoch recht gering. Außerdem beginnen Unternehmensmanager gerade erst zu verstehen, welche Auswirkungen dies auf ihr Unternehmen haben kann. Lassen Sie uns sehen, wie wichtig Sprachkenntnisse für Ihr Unternehmen sein können, um die Dinge ins rechte Licht zu rücken.

Marktanteil und Umsatz.

Wussten Sie, dass es in Ländern wie den USA und Großbritannien ein Defizit an Menschen gibt, die eine zweite Sprache sprechen? Laut The Guardian verlor Großbritannien allein im Jahr 2013 48 Milliarden Pfund aufgrund des Defizits mehrsprachiger Menschen. Darüber hinaus konnten in den USA laut Forbes nur 18% der Bevölkerung eine zweite Sprache sprechen (Daten gültig für 2012).

Die oben dargestellten Daten zeigen nur eine harte Realität: Englisch ist nicht mehr die universelle Geschäftssprache. Und das sind keine guten Nachrichten, wenn man bedenkt, dass die besten Geschäftsmöglichkeiten in schnell wachsenden Märkten aus Entwicklungsländern liegen. Dies bedeutet, mit möglichen Geschäftspartnern in Kontakt zu treten, die kein Englisch sprechen und nicht die gleiche Geschäftskultur wie westliche Länder haben.

Wenn Sie den Marktanteil und den Umsatz steigern möchten, ist ein Team von mehrsprachigen Mitarbeitern die beste Lösung. Solche Leute können mit Geschäftspartnern sprechen, sie davon überzeugen, dass Ihr Geschäft mächtig ist und Aufmerksamkeit verdient. Darüber hinaus wissen sie, wie sie Ihre Produkte oder Dienstleistungen ansprechen und mehr Aufmerksamkeit auf sich ziehen können.

Kundenbindung.

Wie bei jedem Unternehmen liegt der Schlüssel zum Erfolg bei zufriedenen Kunden. Um sie glücklich zu machen, müssen Sie ihre Bedürfnisse verstehen. Dazu müssen Sie ihre Kultur und ihre Beziehung zu Ihren Produkten / Dienstleistungen verstehen.

Sie können Kunden unter anderem zeigen, dass Sie sich interessieren, indem Sie ihnen Unterstützung in ihrer Muttersprache anbieten. Dies impliziert natürlich die Einstellung von Einheimischen für Kundendienstpositionen. Aber der Prozess endet hier nicht! Sie müssen diese Personen auch schulen, um effektiv mit englischsprachigen Personen zu kommunizieren. Möglicherweise müssen Sie ihnen sogar nützliche Tipps zur englischen Grammatik geben, um mit englischen Muttersprachlern zu interagieren. Dies ist notwendig, um eine offene Kommunikation auf Unternehmensebene aufrechtzuerhalten.

Wie Sie sehen, sind Sprachkenntnisse eine Einbahnstraße: Sie brauchen mehrsprachige Menschen, die auch Englisch sprechen. Dies wird das Kommunikationsniveau innerhalb und außerhalb des Unternehmens verbessern.

Menschen aus verschiedenen Kulturen sind unterschiedlich und es ist die Aufgabe eines Managers, das perfekte Arbeitsumfeld zu schaffen. Dies kann etwas schwierig

sein, aber auch für den Manager und die Mitarbeiter. Durch den Umgang mit Vielfalt werden Sie vom Geschäftsalltag gestört.

Als Manager erfahren Sie mehr über die Geschäftsetikette in den Ländern Ihrer Mitarbeiter. Außerdem lernen die Mitarbeiter, dass es gut ist, anders zu sein, und sie sind offener für Kommunikation und die Lösung von Konflikten ohne negative Konsequenzen.

Ein Unternehmen, das Vielfalt und Respekt für die Kultur des jeweils anderen fördert, wird auf ausländischen Märkten definitiv gedeihen.

Förderung eines sicheren Arbeitsumfelds.

Wenn Sie Mitarbeiter vor Ort einstellen, müssen Sie in der Lage sein, Arbeitsschutzmaßnahmen zu erläutern. Dies ist von größter Bedeutung, da alle Menschen die Verfahren verstehen müssen. Wenn die Kommunikation nicht klar ist, kann dies zu Verletzungen oder zum Schlimmsten führen. Daher ist es Ihre Pflicht als Manager des Teams, sicherzustellen, dass jeder versteht, was Sie sagen.

Besser vorbereitete Expats.

Wenn sich ein Unternehmen auf einem ausländischen Markt entwickeln möchte, sendet es zuerst die besten Manager, um den Prozess zu starten. Diese Menschen werden umgesiedelt und so lange wie nötig im Zielgebiet leben, um die Dinge in Gang zu bringen. Viele Manager müssen sich jedoch mit Sprachbarrieren auseinandersetzen, die den Prozess erschweren.

Indem Sie Mitarbeiter einstellen, die bereits eine zweite Sprache beherrschen, und sie zu zukünftigen Managern ausbilden, können Sie dieses Problem beheben. Dies führt zu einem reibungsloseren Durchdringungsprozess in ausländischen Märkten.

Am Ende können wir sehen, warum mehrsprachige Menschen heutzutage so eine große Sache sind. Darüber hinaus ist klar, warum große Unternehmen so viel in die Vorbereitung der Menschen auf die Globalisierung investieren. Jedes sich entwickelnde Unternehmen wird definitiv von einem gut vorbereiteten, vielfältigen Team profitieren, das weiß, wie man mit sprachlichen und kulturellen Barrieren umgeht.

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HOW CULTURAL DIFFERENCES AFFECT INTERNATIONAL BUSINESS

The number of companies operating internationally is growing constantly. The world is opening up for foreign firms and new destinations in the company's business are increasing. Because of high competition the companies operating abroad are faced with a much larger task than before.

When we are working with people from the same, or similar, culture, it's these shared rules that help give us structure and agreement in how to go about doing things, whether that's how we communicate, run meetings or negotiate. However, when we have to work with someone from a different culture, the rules may no longer be the same. Bringing different expectations, understandings, motivations, etc. to the meeting or negotiation table may therefore cause problems, and it does. In three core areas: *communication, etiquette, and organizational hierarchy* can help you to avoid misunderstandings with colleagues and clients from abroad and excel in a globalized business environment.

Communication plays an important role in international business, and sometimes effective communication can be the difference between succeeding or failing in a new market. Effective communication is particularly important for international businesses as there is a risk of your messages getting 'lost in translation'.

In many international companies, English is the de facto language of business. But more than just the language you speak, it's *how* you convey your message that's important. For instance, while the Finns may value directness and brevity,

professionals from India can be more indirect and nuanced in their communication. Moreover, while fluent English might give you a professional boost globally, understanding the importance of subtle non-verbal communication between cultures can be equally crucial in international business. Another thing to consider are the basic customs, mannerisms and gestures that are commonly accepted in that culture. Behaviour that might be commonplace in one culture could be unusual or potentially offensive to a client or colleague overseas. Businesses who are looking to operate internationally need to be aware of language barriers, tone and body language. Cross-cultural communication can be a challenge, but approaching cultural differences with sensitivity, openness, and curiosity can help businesses succeed internationally.

Workplace etiquette is something else that businesses need to be aware of if they are working internationally. Things such as formality of address may not seem that important, but if you get off on the wrong foot with a potential foreign client then that could ruin your chances of ever working with them in the future. Therefore, it is important for businesses to know that their level of formality will differ depending on the culture of the person they're communicating with. Workplace etiquette in some cultures also means they have a different approach towards workplace confrontation, rules and regulations, and working hours. While some may consider working long hours a sign of commitment and achievement, others may consider these extra hours a demonstration of a lack of efficiency or the lack of prioritization of family or personal time.

Organizational hierarchy and attitudes towards management roles can also vary widely between cultures. Whether or not those in junior or middle-management positions feel comfortable speaking up in meetings, questioning senior decisions, or expressing a differing opinion can be dictated by cultural norms. Often these attitudes can be a reflection of a country's societal values or level of social equality. For instance, a country such as Japan, which traditionally values social hierarchy, relative status, and respect for seniority, brings this approach into the workplace. This hierarchy helps to define roles and

responsibilities across the organization. This also means that those in senior management positions command respect and expect a certain level of formality and deference from junior team members.

When defining roles in multinational teams with diverse attitudes and expectations of organizational hierarchy, it can be easy to see why these cultural differences can present a challenge.

It is important, even before entering the foreign country, to inform the personal about the manners and customs in that new culture. If the first impression becomes negative, this can be hard to shake. Foreign cultures have different ways of doing business, for example when it comes to planning ahead and keeping delivery times. Culture can be both a positive and negative influence and many companies are struggling in the new and foreign environment.

The important thing to always have in mind is that the foreign culture is not as we are used to at home and to be prepared before starting the new foreign operation. Respecting and understanding the new culture without forcing our own beliefs on people, are things that can be extremely helpful to consider. By learning the host country's language, can respect and trust more easily be won, and competitive advantages can arise.

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SECTION 3.

THE IMPORTANCE OF FOREIGN LANGUAGES FOR SUCCESSFUL BUSINESS

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WHY YOU NEED TO UNDERSTAND THE IMPORTANCE OF LANGUAGE IN BUSINESS

More and more businesses are operating on a worldwide scale, with 40% of all business deals now made across borders. The internet has made international trading

easier than ever, creating opportunities for substantial growth, so it is easy to see why so many companies are choosing to expand overseas.

To successfully launch your business in foreign markets, you will need to adapt, and being able to converse with your clients is a pivotal aspect of going global. Employing foreign workers or learning different languages yourself can open up many opportunities for your business. Here's an exploration of the importance of foreign languages when entering foreign markets.

Interaction with foreign clients is crucial

The most obvious reason for business multilingualism is to successfully interact with clients. It does not matter what your company can offer if you cannot effectively communicate this when trading abroad. Speaking to them directly in their mother tongue demonstrates a personal touch which can not only be advantageous in the short term, but could in turn lead to further recommendations. Bilingual staff will also quicken the pace of business, creating a more efficient process that will work in your favour.

Although English has been seen as the global business language in the past, its use has been dwindling. Whilst 90% of the web was in English in 1996, this declined to just 45% by the mid 2000's. Conversely, other languages are coming to the fore, especially Mandarin. With China's growing economy, the language is becoming increasingly important for businesses, something former U.S president Barack Obama recognised when he announced in 2015 that he wanted one million U.S students to learn Mandarin by 2020.

Spanish is also becoming more prevalent, with 405 million native speakers globally. The British Council even named it as the number one language for the future and placed it in the top five languages needed for economic purposes. Other languages, such as Arabic, German and Portuguese are also being increasingly used in business circles. For these reasons, it can pay for your business to be multilingual.

Cultural awareness gained from bilingual employees is invaluable

Having multilingual employees will also provide your business with a cultural awareness that is important when dealing with clients. The cultural differences between

nations can be stark, and failing to take these into account can be detrimental to your business efforts. For example, humour and small talk are not appreciated in a German business context, meaning your light-hearted pitch may not win you any favours over there.

English-speaking employees will be able to learn about cultural differences like these alongside their language studies. This is because learning about the culture of a country is a key part of learning a language, so much so that they are often seen as two sides of the same coin. Conversely, if you decide to employ workers from these nations, then they will naturally have this cultural understanding already.

Cultural awareness is also vital when it comes to localising your website. This is a huge aspect of expanding your business abroad, as it enables foreign customers to use your site. One of the major aspects of this is taking into account foreign customers' cultural preferences (such as sense of humour) when translating a site's language, meaning content will likely have to be altered instead of simply translated word-for-word. Other components of your website will also need to be altered with cultural differences in mind, such the site's formatting and imagery.

It will provide you with an insight into the foreign market

Hiring from the country you want to do business in allows you to learn about the markets of the nation, and provides you with a unique understanding of how to succeed within. According to the Harvard Business Review, one of the most common mistakes companies make when marketing their business overseas is not letting local teams lead the way. Not adapting your sales and marketing strategies when trading abroad can leave you struggling, as you may find yourself unable to attract clients as effectively as you can in your own nation.

Native employees can offer you the most salient advice out of anyone you employ. If you wanted to run an advert in a foreign market, somebody from that country would have solid insight into what would appeal to the local community. They may suggest using a particular form of social media that is not as regularly used in your homeland. For example, in China, Weibo is more popular than Twitter. Additionally, employees

from the region will have contacts in the area, giving you a valuable opportunity to expand your foreign network.

Whether you decide to employ foreign workers or learn different languages yourself, the importance of multilingualism in business cannot be overstated. If you are able to effectively interact with clients, learn their culture, and market to the different countries you trade in, you are more likely to be successful.

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FOREIGN LANGUAGE IS A VITAL TOOL FOR SUCCESSFUL BUSINESS

Language is a vital tool that we use to communicate with other people in our daily and working lives. It consists of words and meanings that are combined into discrete units (sentences). Sentences joined together become information that can be used to exchange ideas with other people. Although language is important in working life, linguistic skill in itself is insufficient. Foreign languages are also important and play important roles in business administration.

The importance of the roles of foreign language in business is for communication with customers, competitors, employers, employees and colleagues. In fact, communication begins early in life as we can see the fact that the baby has a need is communicated by a simple cry. As children grow older, the communication process becomes more complex. Communication is very important in the business field in terms of sending messages to receivers or speaking clearly to listeners. Foreign language

ability also plays very important roles in business in helping increase the opportunities for understanding and in learning other cultures [1].

The language flows across and touches the global organizational processes like values, norms, attitudes, customer service work, product design, marketing, hiring, evaluating, promoting employees, internal reporting, post-merger integration, innovation, process improvements, teaming, and many more. Language alteration affects these processes and practices simultaneously. It can affect every aspect of globalization because only by learning languages, leaders can communicate with native people and cultures effectively, which will further help them to move towards the future world and global business. Language acquisition is a gradual process and there are many satisfying milestones along the way, though self-directed study can help individuals to acquire a language to a basic competency level in one or two years.

The belief that the world speaks and understands English is a myth nowadays. English may be the global language for basic communication, yet we cannot ignore the rise of China, Japan, Brazil, and other non-native English-speaking countries like Russia, France, Germany, Netherlands, Iceland, Singapore and many more. Thus, foreign language skills become necessary while conveying complex business ideas to clients [2].

A Pennsylvania State University study indicates that people with more than one language make better multi-taskers. It is suggested that this is because switching between languages is a form of “mental exercise” that equips the speaker with mental “juggling” skills.

The ability to multi-task is, of course, valued in business, where modern-day knowledge workers switch between projects constantly throughout the day, and have to prioritise and re-prioritise regularly to keep all the ‘plates spinning.’

‘Business brain’ attributes benefit employers and employees alike, but the importance of languages goes deeper in the business world. Within multinational companies, inter-cultural and virtual teams are becoming the norm, and communication issues can be an obstacle to employee and team productivity. In-house language skills

help employees communicate effectively, thus reducing stress and helping drive optimal output.

For companies selling to customers and partners in target international markets, language skills for client-facing workers are equally critical. Workers who gain the necessary language skills can help the company cut costs by reducing reliance on translators, and result in more efficient, higher-quality negotiations.[3]

So, it would be better to know how to communicate with other foreign customers in languages other than English, such as Japanese, Chinese, German or Russian. Customers expect the company they are going to do business with or whose services they will use to be able to understand their language. Those customers will appreciate the language use and will not feel like they are strangers but close to their business partners as people on whom they can rely.

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THE MOST DEMANDED LANGUAGES IN BUSINESS ENVIRONMENT

Businesses are expanding at a rapid pace, evolving the business landscape and breaking into international markets. This foreign expansion comes with the need for bilingualism to ensure accurate and flawless client interactions.

Being able to interact with your customers abroad is imperative. It doesn't matter how good your product or service is if you cannot effectively communicate with your clients. Speaking to them in their language breaks up the cultural differences, builds trust and shows respect.

The experts from the American Committee of Economic Development (CED) state that the U.S.A. lose more than 2 million dollars of profits a year due to language misunderstandings between the representatives of different companies. It is therefore obvious that for successful international business results, an efficient communication with international clients is necessary.

Around 80% of the business leaders agree that their business would benefit significantly if the employees improved their language skills. The Great Britain is by far more advanced on this matter: This country not only promotes language learning, it also provides a detailed study of the languages that lead to improving profits. At the end of last year, the British Council has published the report "Languages for the Future", which contains the list of the most important languages for international business relations in the years to come. There are some of them.

English. English has always been seen as the global business language, with 983 million people speaking English worldwide. There are around 371 million native speakers of this language including countries such as the United States (US), the United Kingdom (UK), Canada, Australia, South Africa and New Zealand.

Chinese or Mandarin is another important language to know right now. There are approximately 879 million native speakers and 193 million people who speak Mandarin as their second language. With China's growing economy and purchasing power, this language is becoming increasingly important for businesses.

Spanish should not be ignored either. It has 436 million native Spanish speakers and it's the primary language of Mexico, Colombia, Argentina, Venezuela, parts of the United States, and Spain. Spanish has been listed as one of the languages for the future, in a report by the British Council, making it an essential language for business owners to know or operate in.

Whether you decide to employ foreign workers or learn different languages yourself, the importance of multilingualism in business cannot be overstated. Being able to effectively interact with clients, learn their culture, and market to the different countries you trade in will help you and your business succeed.

The conclusion is that studying foreign languages in the business environment is essential for achieving success on today's international markets, and that this trend will be even stronger in future.

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WHY STUDY BUSINESS ENGLISH?

Globalization does not allow you to relax - even a post on social networks cannot be published without English, and it is difficult to get a good job without it. Can you imagine a successful businessman who doesn't have two words in English?

The importance of the English language in business is due to the fact that every year the number of companies that work with foreign clients, partners, suppliers or all of them at once increases.

Nowadays, it is very difficult to find a well-paid job without additional language skills. English at the Intermediate level automatically increases the applicant's price by at least twenty percent. Having learned a foreign language, you can significantly affect the level of your own income.

Working in an international company requires knowledge of English, not just professional skills. After all, this language is a connecting link in the communication chain between partners from different countries.

To keep abreast of all the innovations in your professional field, you need to learn a foreign language. After all, the volume of Runet is ten times less than the volume of the foreign segment of the Internet. Thus, communication with partners from other countries allows you to keep up with the times.

Lack of knowledge of English and lack of desire to master it is very often the reason for refusal during the interview. Intensive classes in a foreign language and the opportunity to use it in work allow you to gradually learn to think in it, and not just write and speak.

Reading specialized foreign literature, participating in an international conference, preparing an English-language report or presentation - all this is elementary to implement if you have language skills. Mastering English in an intensive mode contributes to the dynamic development of business.

Effective employee training is a sign of a stable company.

The HR manager can recruit a candidate with knowledge of a foreign language. On the other hand, it is sometimes more expedient to organize language courses for your own staff.

Of course, teaching English to your own personnel is a matter that requires material costs and organizational capabilities. However, it is this solution that will be the most optimal if the employer is thinking about developing his business.

Expanding the network. As an entrepreneur, you know that new acquaintances lead to fruitful professional relationships. By developing a multilingual workforce, you have a ton of opportunities.

Your employees can find new potential customers and create mutually beneficial relationships with them everywhere, whether it is a meeting room or meeting on the street during a business trip. And the more languages your employees know, the more business contacts they can make.

And this, in turn, increases the chances of business growth from new sales, deals and customers.

Research shows that learning a new language changes the structure of your brain (for the better, of course). It affects the parts of your brain that are responsible for memory, conscious thoughts, and more.

Simply put, learning a foreign language will make your brain stronger and more versatile, improving your way of thinking!

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ENGLISH AS THE LANGUAGE OF INTERNATIONAL COMMUNICATION

An important factor in solving the problems of developing foreign economic relations by specialists of various professions is the ability to use a foreign language. In today's world, it is of unprecedented importance to learn business English, which helps to establish the necessary business contacts with foreign colleagues. Students who speak business English at a high level are able to build a successful career abroad in the future or to cooperate effectively with foreign firms in the future. Constant business contacts with foreign partners require the ability to write stylistically, grammatically and lexically correct business letter, adequately understand the content of documents and export-import contracts in English, as well as the skills of business negotiations, the ability to act as an interpreter, carrying out a bilateral translation of the conversation of

the contracting parties. At a time of globalization and the rapid development, English becomes the language of diplomacy, media, medicine, aviation. Knowledge of English is one of the most important requirements today.

We need English everywhere: for admission to a more prestigious job employers will require knowledge of the English language. And the advantage will be given to those who speak English without a phrasebook. More than 1 billion people use it. And if for half of them English is native, then about 600 million choose it as a foreign one. English is spoken in the USA, Great Britain, Canada, Australia, Ireland, South Africa, New Zealand. The whole world recognizes English as the language of international communication! We invite you to learn Business English so that you feel at ease in business meetings and transactions.

Today, the importance of English when starting and doing business should not be underestimated. Perhaps, on the contrary, knowledge of English and fluency in international language is the key to success. English is a language, without which it is hardly necessary to take up business in the international business arena.

In the context of the relationship between business and English, there are two very important things to note:

- business vocabulary;
- Business English.

At the same time, the study and mastering of only business vocabulary will not be enough to succeed in this direction. To do this, you will need a profound knowledge of English grammar. As they say, demand generates supply. It's the same with English. The increased need for business English leads to the great necessity of learning this language. Master English and you will be always in demand!

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ENGLISH IS AN IDEAL CANDIDATE FOR DOING BUSINESS

Today, the importance of the English language in starting and running a business cannot be underestimated. On the contrary, knowledge of English and fluency in the international language is the key to success. Fortunately, there are many schools where entrepreneurs can get high-quality knowledge so that in the future communication with their subordinates and clients is as comfortable and effective as possible. Moreover, English will help to open a business in any other western country.

Many professions have a direct connection with foreign languages; there are practically no restrictions here. Such skills help to achieve new levels in doing business, in mastering professions and, of course, in promoting your business. Thus, mastering English, you master a platform for establishing international relations between companies.

Today, English has become an international language of communication, it is one of the most widely spoken in the world. It is native to more than 400 million people, it remains a second language for 300 million, and another 500 million speak English to one degree or another.

Business English is about more than interviews and resume writing. When you enter a business, you need to make presentations, negotiate, answer phone calls, write service letters and conduct business correspondence, sign contracts.

International business, business relations with foreign partners are rapidly gaining momentum, and it is not enough to be just a good specialist in the trade and business sphere today, because the difference between the monthly income of a manager in a company whose resume indicates knowledge of one or several foreign languages and a professional manager with experience work is obvious.

With the growth of international business, it became necessary to use a common language. English was an ideal candidate because it was already spoken as a first or

second language by many people around the world (partly as a result of British colonialism). Thus, Business English is the primary language for people who want to work in any field of business, aviation, computing, etc. As the economy becomes more global, the importance of Business English continues to grow. Any level of interaction between people in business has its own designations and terms. It is impossible to take into account all the subtleties of business English without studying the specifics of a particular industry. A finance manager's business vocabulary can be completely different from a marketer's terminology. Moreover, the same term can mean completely different concepts in different industries.

In the modern world, with the intensive development of trade, economic and political relations between countries, the method of communication between partners and colleagues is becoming increasingly important. A foreign language is a vital means of establishing relationships between entrepreneurs, professionals and employees of international companies. Due to the high level of communication, the image and professionalism of business partners is determined. A growing trend in the English language has spawned a new type of business that provides consumer education services across different age groups.

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NEW EXPERIENCE IN A FOREIGN-LANGUAGE CULTURAL ENVIRONMENT

The leading American business magazine, Forbes, has published an article on the utmost importance of the knowledge of foreign languages for achieving successful results in business. The article contains data and research results that are useful for understanding business trends on international markets when it comes to studying foreign languages in a business environment.

The experts from the American Committee of Economic Development (CED) state that the U.S.A. loses more than 2 million dollars of profits a year due to language misunderstandings between the representatives of different companies. It is therefore obvious that for successful international business results, an efficient communication with international clients is necessary. To support this statement, the CED lists numerous examples, among which the case of the CEO of the company General Motors, which has stated that the fact that he has learned Portuguese has significantly contributed to the improvement of the business of his company on the Brazilian market.

Around 80% of the business leaders agree that their business would benefit significantly if the employees improved their language skills. The Great Britain is by far more advanced on this matter. This country not only promotes language learning, it also provides a detailed study of the languages that lead to improving profits. At the end of last year, the British Council has published the report “Languages for the Future”, which contains the list of the most important languages for international business relations in the years to come. Among the listed languages, the following stand out: Spanish, Arabian, French, Chinese, German, Portuguese, Italian, Russian, Turkish, and Japanese language. We should also underline that the English language is undoubtedly of key importance for global markets of today, even though it is not featured in this list, given the fact that it is the native language of the scientists who have conducted the study.

The conclusion is that studying foreign languages in the business environment is essential for achieving success on today’s international markets, and that this trend will be even stronger in future.

Nowadays, it is very difficult to find a well-paid job without additional language skills. English at the Intermediate level automatically increases the applicant's price by at least twenty percent. Having learned a foreign language, you can significantly affect the level of your own income.

Working in an international company requires knowledge of English, not just professional skills. After all, this language is a connecting link in the communication chain between partners from different countries. In most cases, it is English that is used for doing business. Therefore programs for the training of highly qualified managers have recently gained wide popularity: MBA (Master of Business Administration), CFA (Chartered Financial Analyst), ACCA (Association of Chartered Certified Accountants).

Participation in a specialized course organized on the basis of a prestigious American, British, Canadian or Australian university is a priority in comparison with the Russian analogue and increases the value of a specialist for an employer by one and a half to two times. Excellent command of colloquial speech, knowledge of the specifics of business English and specialized terminology are especially important in the field of IT, as well as in banking and investment. Communication and business skills of foreign language communication are in demand in the trade, advertising, logistics, pharmaceutical, tourism, construction industries, not to mention marketing and company management.

A foreign business trip or internship will not be an obstacle to career growth for a specialist with knowledge of the English language. On the contrary, he will have an excellent opportunity to gain new experience in a foreign-language cultural environment. Information technologies play a very important role in the life of modern society.

On many English-language sites and forums, there is an active discussion of not only advanced technical developments, but also the latest management and marketing technologies, optimal logistics schemes. To keep abreast of all the innovations in your professional field, you need to learn a foreign language. After all, the volume of Runet is ten times less than the volume of the foreign segment of the Internet. Thus, communication with partners from other countries allows you to keep up with the times.

Lack of knowledge of English and lack of desire to master it is very often the reason for refusal during the interview. Intensive classes in a foreign language and the opportunity to use it in work allow you to gradually learn to think in it, and not just write and speak. Reading specialized foreign literature, participating in an international conference, preparing an English-language report or presentation - all this is elementary to implement if you have language skills. Mastering English in an intensive mode contributes to dynamic career development.

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THE IMPORTANCE OF ENGLISH FOR SUCCESSFUL BUSINESS

English is the language of diplomacy, media, medicine, aviation. Today, knowledge of English is one of the most important requirements when applying for a job.

We need English everywhere: to be accepted for a more or less prestigious job, you will be required to know the English language. And even if they do not require it, then, other things being equal, the advantage will be given to the one who speaks “Speak English” without a phrasebook. More than 1 billion people use it. And if for half of them he is native, then about 600 million chose him as a foreign one. English is spoken in the USA, Great Britain, Canada, Australia, Ireland, South Africa, New Zealand.

The whole world recognizes English as the language of international communication. The importance of the English language in business is due to the fact

that every year the number of companies that work with foreign clients, partners, suppliers or all of them at once increases.

A foreign business trip or internship will not be an obstacle to career growth for a specialist with knowledge of the English language. On the contrary, he will have an excellent opportunity to gain new experience in a foreign-language cultural environment.

Lack of knowledge of English and lack of desire to master it is very often the reason for refusal during the interview. Intensive classes in a foreign language and the opportunity to use it in work allow you to gradually learn to think in it, and not just write and speak.

In addition, learning a foreign language helps to remove psychological barriers in communication, expands personal horizons. It is best to practice communication techniques through intensive training.

It must be remembered that English is a generally accepted international language of business communication, the knowledge of which erases the boundaries for a good specialist. Even languages as popular as French and German fall short of their breadth of use and frequency of use.

If a company wants to enter the international market, then hiring people with knowledge of foreign languages will play a significant role in strengthening relations with foreign clientele. And this is understandable.

Foreign markets when selecting suitable companies are preferred by those whose employees demonstrate practical language skills.

A person who speaks excellent English earns the respect and admiration of foreign colleagues, as well as a great degree of trust. He is able to better convey to those around him the national worldview and interpret the peculiarities of his native culture.

Thus, an important component of success in almost any field of activity in modern conditions is knowledge of foreign languages, in particular - English, since most communicators from different countries communicate in this language.

The ability to communicate in English is a prerequisite in the context of a globalized economy.

Proficiency in English will be a definite bonus in employment and will give great prospects for career advancement.

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IMPORTANCE OF FOREIGN LANGUAGES IN GLOBAL BUSINESS

Language plays an important role in business administration and customer satisfaction in all kinds of businesses, it aims to achieve customer satisfaction from an interaction with an organization; both in verbal or non-verbal communication. With rapid globalization, businesses are expanding into foreign landscapes, incorporating and integrating international markets. This foreign expansion creates a requirement for multilingualism to ensure an accurate and flawless client communication.

Senator Paul Simon in his 1987 book, ‘The Tongue-Tied American: Confronting the Foreign Language Crisis’ noted down how monolingualism, in this case, knowing and understanding English has taken away 2,00,000 job opportunities from the Americans – the time was before the fall of communism, the rise of China as an economic power and the North American Free Trade Agreement.

The belief that the world speaks and understands English is a myth nowadays. English may be the global language for basic communication, yet we cannot ignore the rise of China, Japan, Brazil, and other non-native English speaking countries like Russia, France, Germany, Netherlands, Iceland, Singapore and many more. Thus, foreign language skills become necessary while conveying complex business ideas to clients.

Also, if business deals involve complex discussions, it sometimes becomes impossible for a mediator to provide a detailed background to handle the conversation between the communicative parties. Again, as the services of experienced interpreters are quite costly; if any international project continues for many years, language conversion and interpretation takes up a huge stake. Interpreters can also become a bit hindrance while trying develop a rapport with a client in any ‘after business party’, when the conversation moves into a more personal and trustworthy domain.

The multilingual business personnel is much in demand at present with the shift of global economic power. While the US is still holding its prime position, Japan and China are also rising rapidly in the economic scenario. Japan’s automobile industry is taking on the big three in the US market; China has become the largest electronic manufacturing country; the rise of regional economic blocs, MERCOSUR has become predominant with the union of Spanish and Portuguese speaking countries in Latin America – wherein business communications are preferred in their native languages rather than English.

Mandarin has also become significant for business leaders to know and understand because of the growing economy and purchasing power of China in the global market. With approximately 1.3 billion native speakers and 917 million people who speak Mandarin as their second language, no wonder that the language is gaining its popularity and importance among the business minds across the world. German never came in competition with English, yet Germany is regarded as the leader in scientific and technological research, their language has retained a certain niche among the business people trying to have a foothold in these sectors. With over 572 million speakers worldwide, Spanish is the primary language of Spain, Mexico, Colombia, Argentina, Venezuela, parts of the United States. It has been listed as one of the future languages in a report by the British Council, making it an essential language for business owners to know or operate in. Other languages like French, Japanese, Arabic, and Hindi are also being increasingly used in business circles in respective countries.

The language flows across and touches the global organizational processes like values, norms, attitudes, customer service work, product design, marketing, hiring,

evaluating, promoting employees, internal reporting, post-merger integration, innovation, process improvements, teaming, and many more. Language alteration affects these processes and practices simultaneously. It can affect every aspect of globalization because only by learning languages, leaders can communicate with native people and cultures effectively, which will further help them to move towards the future world and global business. Language acquisition is a gradual process and there are many satisfying milestones along the way, though self-directed study can help individuals to acquire a language to a basic competency level in one or two years.

English has always been seen as the lingua franca, as over two billion people speak English worldwide. Additionally, 1.23 billion native English speakers are residing in the United States (US), the United Kingdom (UK), Canada, Australia, South Africa, and New Zealand, making English the most preferred language of globalisation.

It has also been studied that multilingualism makes a person smart and efficient. While learning a new language, the vocabulary acquisition portion of the brain becomes active, stimulates growth, and works faster and makes a person more competent. The importance of multilingualism in business cannot also be understated as language helps in interacting with clients effectively, learn their culture, and market to the various countries with different sentiments to establish a successful trading relationship.

In the present day, a lot of importance is given to the learning of foreign language courses worldwide. Globsyn Business School Online (GBS Online), a global platform for digital learning, is offering a rich basket of foreign language courses that includes Spanish, German, Italian, French, Russian, Chinese, Japanese, Arabic, Portuguese, among many others, for management students to pick up during their post graduate management studies. These courses by GBS Online are not only endowed with rich asynchronous content for an enhanced learning experience, but also further their thirst of learning new languages.

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THREE WAYS LANGUAGE TRAINING BENEFITS YOUR BUSINESS

A company's success involves the synergy of different factors such as great leadership, innovation, strong financial management, a well-defined vision and many others. However, companies aiming for global reach should prioritize strategies with both quantitative and qualitative benefits for its workforce and customers.

Foreign language skills are vital in today's global economy. Language proficiency supports executives to advance in their careers and helps multinational companies speed up overseas expansion. Every CEO or HR manager who wants to hire a language trainer struggles to quantify the value and benefit of language training to the business but there is convincing data to help them make their case.

Workers who receive language training become more confident and perform better.

Research shows that 70 percent of employees feel more confident in their work and interaction with teams, partners and vendors upon successfully completing language training. The top gainers by industry who feel the most impact are those in food and beverage, retail and communications industries. Meanwhile, employees in human resources, information technology and operations departments have expressed an increase in confidence and work productivity because they were given access to language training.

It's reported that workers save an average of three hours or more weekly because of improved language skills. These wasted hours are likely spent with language translation or resolving problems caused by miscommunication amongst colleagues or between employees and their bosses. Whether you're a line-level worker or an

expat leading regional operations, language proficiency improves your productivity and overall job performance.

The confidence and increased productivity these people experience directly leads to promotions and upward mobility within the organization or in new job opportunities. I am a prime example of this having gone from QC inspector up to VP of Asian operations in my time in China. After leaving China, an opportunity opened to start BRIC Language Systems. Had I not learned to speak Chinese, I would have never thought to start an online language school.

Shared language increases employee retention.

One of the biggest and most common challenges for human resource managers or executives is keeping employees happy. According to an IDG Research Services' survey, business line leaders have reported employee retention as their no. 1 long-term strategy priority.

In ethnically-diverse cities in North America like New York City, Los Angeles and Miami, it's typical to manage employees whose native tongue is either Spanish or Chinese. While written foreign language proficiency can result in faster work turnaround, it's equally important that employees can communicate comfortably with co-workers and managers in their commonly used language.

Day-to-day work is affected when a new hire does not speak the language of the team. The employee might feel ostracized, unable to establish rapport with colleagues and build trust with supervisors. Turnover is costly, and related expenses hurt the bottom line financials and team morale.

Meanwhile, employees who are given language training feel rewarded and more engaged in their work because their company invested in their personal and professional growth. Workers in the food and beverage industry who received employer-provided language training report they are more likely to remain with their current company.

It isn't just work that frustrates an employee who doesn't speak the native language. While living in China, prior to learning Mandarin, I had to renegotiate the price of each and every haircut. I always went to the same shop and the same barber, but every time I saw him he wanted to renegotiate. We always wound up at 30 RMB. This

was very frustrating, especially in a shop with no A.C. on a 90-degree day. This only stopped when I learned the language, and so did a lot of other nonsense. That made my day-to-day life much easier.

Companies, truly know thy customer.

Knowing the local language is crucial to succeeding in foreign markets. You can't serve diverse customers on a day-to-day-basis if you don't understand each other. Most countries have multiple languages, and nuances in tone, pronunciation and delivery all affect how people perceive the message you want to send.

The largest global consumer-facing businesses all agree that you must speak the language of your customers, wherever they may be. At companies like Booking.com, a business that operates in more than 220 countries, employing people who can talk to customers in dozens of languages is a key priority. Unlike big corporations in the telecommunications or banking industries, Booking.com strongly believes that customer service shouldn't be outsourced only to cut costs. The company delivers a satisfactory customer service experience with multilingual employees who fix problems quickly on the phone. Their data confirms that this helps retain customers in the long run.

As another example, companies that want to capture new markets should know the target customer's local language to effectively launch marketing campaigns. It's not enough to just hire an external agency to do the work for you. As the person in charge of delivering brand promise, you must ensure that value propositions and messaging are accurately translated and delivered to the market. If you are determined to acquire and keep loyal customers, your team should invest in learning the local language. Not only will your company be able work with external arms to effectively push out global campaigns, but you'll also be able showcase dedication to understanding who your customer really is.

So whether it's improving employee engagement and retention or earning customer satisfaction and loyalty, it's undeniable that language training can positively impact businesses immediately, and in the future.

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THE IMPORTANCE OF FOREIGN LANGUAGES IN DOING BUSINESS

Having a proficiency and learning foreign languages are an important point for any business person seeking to communicate internationally or do business in the emerging markets. Of course, the quality of that communication and understanding is heavily based on your or your colleague's ability to speak a particular language to a certain level. Being able to interact with your customers abroad is imperative. It doesn't matter how good your product or service is if you cannot effectively communicate with your clients. Speaking to them in their language breaks up the cultural differences, builds trust and shows respect. Learning the culture is not the only benefit of knowing the language or employing people who know it. It will help adapt your sales and marketing strategies, localise your content and provide you with insight into foreign markets.

The most relevant foreign languages for the introduction of international business:

1. English

English has always been seen as the global business language, with 983 million people speaking English worldwide. There are around 371 million native speakers of this language including countries such as the United States (US), the United Kingdom (UK), Canada, Australia, South Africa and New Zealand. 25% of online users search in English and 54% of websites have their content written in English. As it stands, English is still the language of globalisation and must be mastered by business owners that want to thrive on the global stage. People in 94 countries use English for various business conferences, presentations and meetings.

2. Chinese

As we all can see, Chinese economics develops lately, and it's possible to say that China will become the leader in the world economy approximately by 2050. Among

Internet users, Chinese is the 2nd most popular language. If you're planning to develop a business connected with China, then use Chinese for communication with partners, clients, to build successful business connections and develop your ideas in the global market.

3. Spanish

It doesn't mean that you can open a business with Spanish language only in Spain because nowadays, many people in the USA speak this language! According to statistics, there are around 53 million Spanish speakers in the US. Turn your attention to the fact that the Hispanic population grows up constantly in this country. So, if you're planning to start your business in America, select the Spanish language without any doubts!

4. German

210 million people in the world use German. It's a great language for doing international business with EU countries, including Germany, Luxembourg, Austria, and many others. Many Internet users speak German too. If you're making business contracts with countries listed above, select German as the first language for communication with partners.

5. Portuguese

Behind Spanish, Portuguese is the second most popular language used in Brazil, Portugal, and Africa. The economy of Latin America is growing up fast, so it's a good place to start your own business. Choose the Portuguese language to get wonderful business opportunities!

6. Arabic

Using Arabic for your business is a great chance to develop ideas in the Middle East. Worldwide, in 28 countries, there are about 300 million Arabic languages. That is why Arabic has been established as the language of the future for business.

7. French

Many people know French as a language for love, but it's a great language for business opportunities too! There are a lot of French-speaking people all over the world

in many countries, including the European Union and Africa. Don't hesitate to select French for business if you're planning to cooperate with Africa, UK, or EU.

8. Japanese

Japan is a well-developed country with bright perspectives and modern innovations that is perfect for business cooperation. Around 130 million people in our world speak this language. Japan is a country of modern electronics and robotics, so if you're cooperating with this country, Japanese is a must-have language for your future company!

9. Russian

Russian is the 2nd language used by people on the Internet after English. There are not many people in Russia who know English perfectly, so translating your content and company's brochures into Russian will help you to set stronger connections with this country and do business in Russia.

10. Hindi

India is a country with a strong economy that is fully acceptable for cooperation. Hindi is the 10th most popular language in the world. India's economy and localisation makes this country very profitable for business cooperation.

Language skills also expose speakers to different cultures and patterns of behaviour. For global businesses that deal with clients, suppliers and employees around the globe, multilingualism bridges gaps between cultures, and fosters stronger personal relationships on which great business relationships rely. Around 80% of the business leaders agree that their business would benefit significantly if the employees improved their language skills. Being able to interact with your customers abroad is imperative. It doesn't matter how good your product or service is if you cannot effectively communicate with your clients. Speaking to them in their language breaks up the cultural differences, builds trust and shows respect.

The conclusion is that studying foreign languages in the business environment is essential for achieving success on today's international markets, and that this trend will be even stronger in future. It is success that effective communication with international clients is necessary for successful results of international business.

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A FOREIGN LANGUAGE IS A VITAL TOOL FOR DOING SUCCESSFUL BUSINESS

Language is a vital tool that we use to communicate with other people in our daily and working lives. It consists of words and meanings that are combined into discrete units (sentences). Sentences joined together become information that can be used to exchange ideas with other people. Although language is important in working life, linguistic skill in itself is insufficient. Foreign languages are also important and play important roles in business administration. In business administration, foreign language plays several roles, such as a role in internal and external communication, a role in having a chance to get a good job, and a role as a means to understand other cultures. Good communication in foreign language becomes so crucial in today's world owing to the impact of globalization. For global competitors, the most important factor is the ability to communicate on a wider, quicker and clearer basis. Ability in communication is focused on foreign languages which are widely used.

The importance of the roles of foreign language in business administration is for communication with customers, competitors, employers, employees and colleagues. In fact, communication begins early in life as we can see the fact that the baby has a need is communicated by a simple cry. As children grow older, the communication process becomes more complex. Communication is very important in the business field in terms of sending messages to receivers or speaking clearly to listeners. Foreign language

ability also plays very important roles in business administration in helping increase the opportunities for understanding and in learning other cultures .

Understanding the roles of foreign language will be beneficial because it assists understanding of conversations, communications and negotiations between practitioners and foreign customers. Practitioners can run businesses more smoothly with the use of foreign languages and their foreign customers will feel more comfortable. In business administration, not only are speaking and listening skills important but also other skills including reading, writing and negotiating. Language is, seemingly, omnipresent and successful communicators apply principles of human behavior. Any foreign language can be used in business depending on customers and the nature of the business and market involved. Understanding the type of language required and the degree to which understanding of it is required is an important managerial skill.

Aside from advantages for employees, customers can also expect advantage from sophisticated language use. They can obtain the required appropriate products or services. For instance, with the productive foreign language communication, customers get what they order in a wholesale-shop. In contrast, for the unproductive foreign language communication, the customers might face a confusing-problem or do not get what they order. This problem seems small, but it can be the high-risk if it happens too often. Language creates customers'

Furthermore, foreign language plays a role as a means to understand other cultures .Understanding cultures of customers is beneficial in running businesses.

The world opens widely to meet people from different cultures and understanding the customer's culture helps organizations manage conflicts arising from cultural barriers or differences

The latest research indicates that bilingual children are better able to see another person's perspective than those who speak only one language. This could result in improved perception, an important skill in the business world. Such an attribute could help people relate to each other and to negotiate more successfully

The conclusion is that studying foreign languages in the business environment is essential for achieving success on today's international markets, and that this trend will be even stronger in future.

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THE IMPORTANCE OF ENGLISH FOR BUSINESS

Knowledge of foreign languages is an important point for any business person seeking to communicate internationally (or do business in the emerging markets). Of course, the quality of that communication and understanding is heavily based on your or your colleague's ability to speak a particular language to a certain level.

That's where online learning comes in; nowadays, there are a lot of online schools that offer teaching languages in the shortest time, for example, Preply.

It's easy to get online courses and start speaking any foreign language without difficulties, no matter how old you are or where you live.

To help you decide on what languages your business/colleagues should be investing time in, here's a breakdown of the most popular/valuable languages to learn for a growing international business and why. You need to be aware of common cultural nuances to better communicate at work and be understood. English is the "lingua franca" (meaning "common language") of not only international business, but also of all kinds of communication worldwide.

This means it is useful for understanding and being able to share common experiences and references with your colleagues. So naturally, the ever-increasing popularity of the English language means you must know the language well to succeed at your career and climb the corporate ladder. Now we are going to look more closely at why (and how) you should improve your English for business.

Here are seven ways having good English skills can help you succeed in business.

1. It shows your willingness to go beyond basic business standards.

2. It will help you to communicate better with your colleagues.
3. It is important for delivering presentations and speeches.
4. Good pronunciation always makes a good first impression.
5. It allows you to travel.
6. It gives you an edge in other jobs as well.
7. Finally, it allows you to express yourself in a language that everyone understands.

To improve your business English, your best option is to sign up for a proper business English course, online or offline, depending upon your needs and convenience.

You can supplement this learning by looking up vocabulary lists, playing word games, listening to podcasts or audiobooks, watching educational and authentic YouTube videos and practicing with online exercises. If you are especially into self-study, make a plan and stick to it.

And finally, interact with your peers and friends in business English and ask for feedback. People are usually more than happy to help.

Most importantly, don't be afraid to make mistakes. Learn from the past, believe in yourself, work hard and success will surely follow you.

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ENGLISH AS A GLOBAL BUSINESS LANGUAGE

To my mind, the importance of foreign languages for successful business or even simple communication is obviously clear. For example, English language is spoken all over the world and that's why it's very easy and comfortable to communicate with

different people in different countries. I experienced how useful the knowledge of worldwide language, in my case, English was, while I used to live in Slovenia on my Erasmus+ exchange program. English has always been considered the global business language, with 983 million people speaking English worldwide. There are around 371 million native speakers of this language including countries such as the United States (US), the United Kingdom (UK), Canada, Australia, South Africa and New Zealand.

English was really a salvation while studying in Slovenia on Erasmus+ exchange program. We talked for hours with other students there exchanging cultural values. I didn't speak Slovenian or Croatian and my neighbors didn't speak Russian. But I understood that the knowledge of such worldwide language as English could really unite people and help to overcome problems connected with cultural differences.

Knowledge of a foreign language also increases critical thinking and problem solving skills. There are also other benefits of learning foreign languages, such as enhanced listening skills and a stronger memory. This is due to a different part of the brain that is being activated while studying foreign languages.

As for running business with foreign partners, learning the culture is not the only benefit of knowing the language or employing people who know it. It will help to adapt your sales and marketing strategies, localise your content and provide you with insight into foreign markets. Language barriers can affect business if your employees can't communicate well with each other or develop key external contacts with vendors, customers, or consultants. The lack of language knowledge and good communication can damage earning potential. What many companies have not realized yet is just how much language proficiency can influence multiple sectors within business and ultimately boost sales.

Nowadays English is not the only language of globalization. Mandarin (Chinese) is another important language to know right now. There are approximately 879 million native speakers and 193 million people who speak Mandarin as their second language. With China's growing economy and purchasing power, this language is becoming increasingly important for businesses. Spanish should not be ignored either. It has 436 million native Spanish speakers and it's the primary language of Mexico, Colombia,

Argentina, Venezuela, parts of the United States, and Spain. Spanish has been listed as one of the languages for the future in a report by the British Council, that makes it an essential language for business owners to know or operate with.

Other languages, such as Russian, Arabic, German, French, Japanese and Portuguese are also being increasingly used in business circles. In a recent article, the Independent reported that German overtook French as the language most often sought-after by employers leading to a shortage in linguists, especially with Brexit uncertainty deterring workers from relocating to the UK from the EU.

The 'Forbes' magazine specifies 3 general Corporate benefits of learning a foreign language:

Better Decision-Making

Research from psychologists at the University of Chicago suggests that people make more logical decisions when using their second, non-native language. As reported by Research Digest from the British Psychological Society, it's uncertain why this may be the case – why people should think more rationally in a foreign language – but it's thought to have something to do with the idea of “psychological distance.” Using a non-native language may lead the speaker to be “systematic rather than automatic” in their decision-making.

Improved Perception

The latest research indicates that bilingual children are better able to see another person's perspective than those who speak only one language. This could result in improved perception, an important skill in the business world. Such an attribute could help people relate to each other and to negotiate more successfully.

Stronger Relationships

Language skills also expose speakers to different cultures and patterns of behavior. For global businesses that deal with clients, suppliers and employees around the globe, multilingualism bridges gaps between cultures, and fosters stronger personal relationships on which great business relationships rely. It can tremendously reduce the language barrier turning your stay into a fun and eventful one. It is also recommended to

learn Spanish to succeed in business as it becomes more and more spoken all over the world.

Efficient and effective communication among multiple languages is an indispensable tool for relationship building, and furthermore, financial success. For companies selling to customers and partners in target international markets, language skills for client-facing workers are equally critical. Workers who gain the necessary language skills can help the company cut costs by reducing reliance on translators, and result in more efficient, higher-quality negotiations.

To sum up, language skills are crucial for running any business with foreign partners or suppliers and can help to expand it.

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A FOREIGN LANGUAGE IS A VITAL MEANS OF ESTABLISHING RELATIONSHIPS BETWEEN COUNTRIES

In the modern world, with the intensive development of trade, economic and political relations between countries, the method of communication between partners and colleagues is becoming increasingly important. A foreign language is a vital means of establishing relationships between entrepreneurs, professionals and employees of international companies. Due to the high level of communication, the image and professionalism of business partners is determined.

Nowadays, it is very difficult to find a well-paid job without additional language skills. English at the Intermediate level automatically increases the

applicant's price by at least twenty percent. Having learned a foreign language, you can significantly affect the level of your own income.

International business, business relations with foreign partners are rapidly gaining momentum, and being just a good specialist in the trade and business sphere is not enough today, because the difference between the monthly income of a manager in a company, whose resume testifies to the knowledge of one or several foreign languages and a professional manager with experience work is obvious.

Today English is an international language, it is English that is necessarily studied as a second language all over the world. English became the main language of business in the late 20th century for a variety of reasons.

With the growth of international business it became necessary to use a common language. English was an ideal candidate because it was already spoken as a first or second language by many people around the world (partly as a result of British colonialism). It is currently spoken by over 500 million people in many territories, including the United Kingdom, Canada, the United States, Australia, India and South Africa. Thus, Business English is the primary language for people who want to work in any field of business, aviation, computing, etc. As the economy becomes more global, the importance of Business English continues to grow. Any level of interaction between people in business has its own designations and terms. It is impossible to take into account all the subtleties of business English without studying the specifics of a particular industry. A finance manager's business vocabulary can be completely different from a marketer's terminology. Moreover, the same term can mean completely different concepts in different industries. Business English learners in a specific industry should take this into account. It is impossible to create a single course for all specialties.

Another specific feature of the business language is the professional level of knowledge, when you need not only to know the name of the term, but also to be able to correctly understand and use it. In order to avoid misinterpretation of concepts, business English should be studied directly at work or during study, referring to a narrow specialization. For the correct interpretation of English

speech, it is necessary to understand the vocabulary of the language, be able to correctly construct phrases and sentences, avoiding inaccuracies or misinterpretation of words.

Discussion of work and business issues with colleagues or business partners sooner or later turns into ordinary traditional communication between people. In order to feel comfortable and confident in society, you need to have the skills of ordinary speech, as well as the ability to support a free topic of conversation on any topic.

Today, visiting the website of any recruiting agency and looking at work, it becomes clear that knowledge of the English language is one of the main requirements in more than 60% of cases, and this figure continues to grow. Let's take a look at some of these professions.

1. IT sphere. Employees in this field cannot do without knowledge of English, since almost all new software appears first in English. Wait for a translation into Russian for a long time, but you may not wait. However, reviews and technical news are published primarily in English.

2. Sales manager. Currently, most organizations, one way or another, cooperate with foreign partners or suppliers, not to mention clients. So in addition to learning the art of selling, you will have to learn a foreign language.

3. Individual entrepreneur. Cooperation with foreign partners is a normal practice, and he often has to communicate with them in English. And it is better to do it yourself in order to avoid mistakes and misunderstandings. You can, of course, turn to translators, but this is expensive and not practical.

4. Spheres of tourism and hotel business. Doing business with tour operators, communicating with partners and clients is often in English. It is much more difficult to work in this area without knowledge of the language.

5. Medical professional. For professional growth in this area, it is necessary to study foreign literature and attend international conferences where knowledge of English in the medical field is realized.

6. Sphere of economics and law. Working with important documents, such as legal acts, important transactions, requires excellent knowledge of the English language, since the success of your work depends on it.

Thus, an important component of success in almost any field of activity in modern conditions is knowledge of foreign languages, in particular - English, since most communicators from different countries communicate precisely in the language of foggy Albion.

The ability to communicate in English is a prerequisite in the context of a globalized economy.

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THE ROLE OF THE FOREIGN LANGUAGE IN BUSINESS

A good command of a professional foreign language for specialists in the field of economics and finance is one of the conditions for successful work and career growth. Ukrainian business is increasingly integrated into the world economy, and knowledge of a foreign language, at least one, is becoming the same basic skill as the ability to work on a computer. Enterprises and firms are trying to refuse the services of translators, at least from European languages, and are more willing to

hire employees who speak a foreign language and are able to translate narrow-profile literature and documentation.

Knowledge of a common foreign language is often not enough for free orientation in business and professional information, for effective communication with foreign experts in the field of economics and finance. In the context of the globalization of the economy, a foreign language, especially English, is becoming an important information product, it helps to objectively assess the situation in the world economy, develop a strategy for increasing the efficiency of the economy for your enterprise.

In their daily professional activities, specialists in the field of economics and finance need a foreign language to:

- studying the theory and practice of foreign economic activity, international business
- possession of a dictionary of economic terms, expanding knowledge in the field of economic science (all modern textbooks are written mainly in English)
- reading special literature and materials with the extraction of the necessary information, acquiring skills in abstracting, annotating
- processing large amounts of information in a foreign language
- free professional communication with colleagues both in Ukraine and abroad
- for business correspondence, documentation
- intercultural communication, broadening of horizons, rapprochement of cultures of different peoples

In the field of economics and finance, there are many specialties and specializations of higher education, training for which an increased level of teaching foreign languages is required. For example, the curriculum for the specialty "World Economy" even includes two foreign languages, and graduates have the qualification "economist with knowledge of foreign languages." You cannot do without good knowledge of a foreign language in such specializations as Accounting, analysis and control of foreign economic activity; Commerce in the

foreign market for goods and services; International statistics; Investment business, etc.

A graduate in the field of economics and finance with a good knowledge of foreign languages has every chance of getting a job in an international company as an economist, financial manager, analyst. Another employment option is the representation of a foreign company in Ukraine, and 2/3 of Ukrainian companies have foreign partners. Knowledge of a foreign language adds an average of 20% to the salary of a specialist in this area.

A financial manager and a bank employee must be fluent in a foreign language if their company or bank declares their intentions to become transparent, i.e. keep financial statements in accordance with international standards (IFRS). Often IFRS is generally drafted in English. These specialists should be familiar with new forms of management analysis and control over the state of business processes, use any sources of information in a foreign language for practical activities. They must communicate with foreign investors about raising funds for their organization's projects.

Financial (investment) analysts must be fluent in English to monitor and analyze global financial markets; the securities market; research into the financial activities of companies issuing shares; making recommendations for buying / selling shares; drawing up reports.

For exchange activities, a broker (trader) also needs fluency in English. Foreign exchange and trading markets are global in nature, and all analytical materials on them are provided in English. In order to have first-hand information, eliminate inaccuracies in translation and, therefore, make a quick and correct decision, have more chances to conclude a profitable deal, a broker must know both professional English with a large number of terms and conversational language - to communicate with English-speaking colleagues. The broker will need knowledge of English to fill out various registration forms, contact support services, improve their professional level (all training materials are in English). He needs a high speed of reading and perception of information in English.

Good knowledge of foreign languages will be very useful in such a rapidly developing field as insurance. The specialist needs to know the main types and forms of international insurance; be able to negotiate with contractors; work with foreign documentation; use their professional knowledge to protect the interests of the state, organizations and citizens in the international arena; resolve any issues without the help of an interpreter. Knowledge of professional terminology is very important, since the correct interpretation of an insured event sometimes depends on the nuances of translation.

You can improve your level of knowledge of a professional foreign language in the field of economics and finance in Ukraine at a variety of courses. In the Ukrainian economy, the English language is by far the most in demand. The second most popular study is German, since Germany is Ukraine's largest trading partner. Spanish is gaining popularity. Asian companies operating in the Ukrainian market use English as their working language.

To confirm the high level of proficiency in professional English in the field of economics and finance, there are international certificates. In the field of accounting and financial management - ICFE (International Certificate of Financial English). For all areas of economic activity, the BEC Business English Certificate is suitable. For a specialist, the possession of such certificates is a pass to work in international companies. You can take exams to obtain certificates while still in college. In this case, you are guaranteed participation in international student conferences and student exchange programs, listening to lectures by the best foreign professors with active participation in the discussion, receiving foreign scholarships and grants.

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МАТЕРІАЛИ МІЖВУЗІВСЬКОЇ СТУДЕНТСЬКОЇ
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ З ІНОЗЕМНОЇ МОВИ

**«ЕФЕКТИВНИЙ МІЖКУЛЬТУРНИЙ ДИСКУРС:
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