

*Yermolaieva Daria,
Faculty of Finance and Accounting,
Course 1, group 5a, specialty 072 "Finance, Banking, Insurance
and Stock Market",
State University of Trade and Economics, Kyiv, Ukraine,
Scientific supervisor **Ternova Oksana**,
Senior Lecturer, Department
of Modern European Languages, SUTE*

FUNDAMENTALS OF BUSINESS COMMUNICATION IN THE INTERNATIONAL ENVIRONMENT

Effective business communication is the key success factor for international organizations. As businesses expand globally, challenges arise related to cross-cultural interaction, language barriers, and the diversity of corporate communication styles. In my presentation, I reviewed the basic principles of international business communication with an emphasis on the importance of cultural awareness, digital communication tools, and organizational strategies that facilitate productive collaboration.

Good business communication facilitates interaction between internal teams, stakeholders, and external partners. In an international business environment, communication goes beyond language differences and includes cultural norms, business etiquette, and so on. Effective communication fosters collaboration, increases operational efficiency, and strengthens global business relationships. Organizations that successfully overcome these communication challenges gain a competitive advantage and establish a long-term market presence [5, p. 36].

So, let's take a closer look at these key aspects of business communication. The first thing that is worth highlighting is language barriers. They create significant problems in international business interactions. Using clear, simple language and engaging professional translators can improve mutual understanding [5, p. 62].

If we continue to talk about the types of communication, but now about non-verbal communication, we can say that body language, gestures and facial expressions differ in different cultures. For example, maintaining eye contact means trust in Western countries, but can be considered disrespectful in some Asian cultures. The difference in communication styles significantly affects the interaction in the business environment. Cultures with a high-context, such as Japan and China, prefer indirect and covert ways of transmitting information. At that time, cultures with a low-

context, such as the United States and Germany, emphasize clear and open messages [5, p. 49].

Another important aspect of intercultural business communication is understanding how cultural values shape interaction. Hofstede's Cultural Dimensions Framework provides a structured approach to analyzing these differences. It categorizes cultures based on factors such as individualism vs. collectivism, power distance, and uncertainty avoidance, among others. For instance, in high-power distance cultures, hierarchical structures are strictly followed, influencing decision-making and leadership styles, while low-power distance cultures promote open discussions and decentralized authority [3, p 95]. Recognizing these cultural variations allows businesses to adapt communication strategies, avoid misunderstandings, and foster strong international partnerships [4, p. 72].

It is also worth paying attention to the fact that in our time there is an increase in digital means of communication, such as e-mail, video conferencing and instant messaging, which has revolutionized international business interactions. However, these technologies also present challenges, such as differences in time zones and varying levels of digital literacy [5, p. 93]. Organizations must establish clear virtual communication protocols that ensure professionalism and clarity in digital interactions. Artificial intelligence (AI) and machine translation tools facilitate multilingual communication, but businesses should exercise caution in relying solely on automated translation to prevent misinterpretation [2, p. 27].

So now companies are doing their best for better communications and following some corporate communication strategies for international business. Effective corporate communication in an international setting requires a balance between global consistency and local adaptation. Companies develop standardized policies to maintain brand identity and coherence, while also allowing flexibility to accommodate cultural differences. Ethical communication and corporate social responsibility (CSR) initiatives play a crucial role in building trust with global stakeholders. Transparency, accountability, and cultural sensitivity in corporate messaging enhance a company's reputation [1, p. 134]. Leadership communication varies across cultures, influencing decision-making, employee engagement, and negotiation styles. Leaders in multinational organizations must adapt their communication approaches to align with local expectations, fostering a work environment that respects diverse perspectives and promotes collaboration [5, p. 89].

Summarizing all these statements, we would like to notice that in a globalized economy, mastering business communication in an international

environment is vital. Companies that invest in cultural intelligence, leverage digital communication effectively, and develop structured corporate communication strategies gain a competitive edge. However, challenges such as miscommunication, cultural misunderstandings, and technological disparities remain key issues that businesses must navigate. Addressing these challenges through proactive strategies and ongoing adaptation is essential for fostering strong international relationships, improving operational efficiency, and ensuring long-term success in the global marketplace.

REFERENCES

1. Cardon, P. W. *Business Communication: Developing Leaders for a Networked World*. – McGraw-Hill Education, 2017. – 300 p.
2. Guffey, M. E., Loewy, D. *Business Communication: Process and Product*. – 9th ed. – Cengage Learning, 2018. – 328 p.
3. Hofstede, G. *Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations*. – Sage Publications, 2001. – 366 p.
4. Trompenaars, F., Hampden-Turner, C. *Riding the Waves of Culture: Understanding Diversity in Global Business*. – Nicholas Brealey Publishing, 2012. – 247 p.
5. Wahab, F. Kayode. *Business Communication Lecture Notes (FMS 207)*. – Department of Management Sciences, Ahman Pategi University, [n.d.]. – 222 p.

*Zhyrna Oleksandra,
Faculty of Finance and Accounting,
Course 2, group 6, speciality International Finance,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor Harbuza Tetiana,
PhD in Education, Associate Professor,
Head of the Department
of Modern European Languages, SUTE*

THE ROLE OF ENGLISH IN INTERNATIONAL BUSINESS AND MARKETING COMMUNICATION

International business is charting new routes on the global market map and strives to use all possible ways to attract consumers, as there is a lot of competition in today's globalized world. Using English is a powerful tool, like a secret automatic key that can open any door to new territories for