

ПЛАТФОРМА 3.

Актуальні питання іноземної філології та перекладознавства.

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EXPLORING THE ROLE OF LANGUAGE PROFICIENCY IN INTERNATIONAL BUSINESS EDUCATION

In today's globalized economy, language skills have become a key determinant of success in international business. As businesses grow internationally and interact with different stakeholders around the world, effective communication becomes more important than ever. Language skills, especially English language skills, help to facilitate clear and meaningful conversations in international business environments. Understanding the importance of language skills in international business education prepares students to succeed in a globalized world.

The purpose of the work is to comprehensively explore the multifaceted role of language proficiency in IBE, drawing upon existing research to illuminate its significance in equipping individuals with the challenges and opportunities inherent in the global business environment.

This topic includes quite a few specific aspects. One of them is language proficiency and international business education. Knowledge of languages,

especially English, is a critical skill for people who want to study and work in international business. After all, this skill is necessary for effective navigation in the global business environment. Cooperation and negotiation with international partners require clear communication, so a person must have high language skills. Without them, it will create many difficulties. A person who has high language skills, especially if they speak several languages, will have an increased chance of employment and competitiveness in the labor market. Indeed, employees with stronger language skills are highly valued by employers, as this means they will be better prepared to interact with international clients and implement business expansion strategies. Therefore, it is important to integrate language training into the curriculum of international business education programs. Language courses and intercultural communication modules play a crucial role in developing students' linguistic and cultural competencies, preparing them for success in the global business environment ("Why cross-cultural fluency is a top skill for employability", б. д.)

The next aspect is cultural fluency. It is the ability to understand and effectively navigate cultural differences in communication and behavior. This skill is especially important in intercultural communication, as it plays a very important role in the business environment. It contributes to effective and confident communication with international partners. In addition, this skill is invaluable for navigating international markets, which also contributes to successful negotiations. Understanding cultural nuances and peculiarities allows businesses to adapt their services, products, and marketing strategies to meet the needs of different customer segments (Ameliavitory, 2024).

And the last point I would like to make is cross-cultural adaptability and negotiation strategies. For cross-cultural negotiations to be successful, a deep

understanding of cultural differences in business practices, etiquette, etc. is necessary. This will create special trust and cooperation with partners from different cultural backgrounds. Building strong and trusting relationships with partners is one of the main attributes in the business environment, so a person should have a clear understanding of all the peculiarities in different cultures: greetings, hierarchy of addresses, understanding of gestures and meanings, etc. Another important attribute is the adaptation of communication styles. Negotiators must adapt to each other's preferences, which may include the pace of communication, the use of certain terminology, non-verbal signs, or the appropriate language. And, of course, to successfully build relationships with partners, a person must be flexible. They must be willing to compromise in communication, be open to new ideas, and be able to adjust strategies according to cultural dynamics (Tenzer et al, 2017)

Conclusion. In summary, the synthesis of research presented in this thesis underscores the critical importance of language proficiency in international business education. Language proficiency occupies a central position within the realm of International Business Education, serving as a linchpin for effective communication, cultural understanding, and global competitiveness. As students and professionals navigate the complexities of an interconnected world, the acquisition and refinement of language skills emerge as indispensable prerequisites for success. By acknowledging the transformative potential of language proficiency and committing to its cultivation, individuals can position themselves as agile and culturally astute global leaders capable of propelling innovation and sustainable growth within the dynamic landscape of international business.

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THE DIGITAL REVOLUTION: INFORMATION TECHNOLOGIES IN PHILOLOGY AND TRANSLATION

Information technologies have become indispensable tools in various aspects of our lives, and the fields of philology and translation are no exception. These technologies have revolutionized the way we study languages, analyze texts, and facilitate translation processes.

When engaging in translation, you must accomplish two main objectives: accurately grasp the meaning of the source language statement and effectively convey this meaning in the target language. Moreover, you must possess a sufficient English vocabulary, encompassing specialized terminology relevant to the subject matter, as well as a command of English grammar, translation techniques, and proficiency in using dictionaries. Additionally, expertise in the relevant field is essential for successful translation (Kugai, 2022, 165).