

BUSINESS COMMUNICATION IN ARAB WORLD AND ITS FEATURES

Communication with the Arab regions is very important for the development of economic, political and sociocultural spheres of life. The cultures of Western and Arab countries are different, due to this, misunderstanding can arise and this is the key factor in building and developing close and effective business ties. The success of negotiations often depends on the ability in a tactful way to state the subject topping the agenda and, in case of disagreement, support it with arguments.

Arab people are more relationship-oriented than task-oriented so they tend to work with people whom they know and trust. In this regard, the aim of our study is to analyze the main traditions and cultural characteristics which can help not only to avoid conflicts, but also to successfully established business contacts [2].

Firstly, the conduct of negotiations must be concurred with religious characteristics. It is unacceptable to conduct business during Ramadan, as Muslims fully devote themselves to spiritual life. On the days of national holidays, business negotiations are forbidden. According to the rules of ethics and etiquette, Muslims interrupt all business contacts during the day five times to perform prayers [1,2].

Secondly, much attention is paid to non-verbal communication. The main things to be remembered are as follows:

- 1) it is unacceptable to sit with your legs crossed so that the sole is visible;
- 2) no thumbs up are allowed;
- 3) only with the right hand you can exchange business cards, present a gift or money, as the left hand is considered „unclean“ and can offend the interlocutor;
- 4) a kiss on the fingertips means the highest praise;
- 5) to ask for silence in Saudi Arabia you need to blow on your fingertips [2, 3].

Thirdly, Arabs are extremely polite people, at the first meeting they reflect national courtesy by asking questions about the health of a partner and his family, you should answer these questions briefly, but do not ask such questions in response.

Fourthly, the attitude of representatives of Arab cultures towards women is quite categorical. So, if possible, it is better to exclude females at a business meeting. If it is extremely necessary, then all parts of the body, except for the face and hands, should be covered with clothes and it shouldn't be tight-fitting. It is also worth excluding the use of perfumes and other heavy aromas [1].

In conclusion, it should be stated that there are huge differences in the norms and rules of business conduct and communication between Western and Arab countries. National peculiarities, history, climate, historically established moral norms which influence the way businessmen dress, behave and that can be a sign of unreliability or disrespect to a business partner. However, despite the existing differences in traditions and rules in different countries, the basic principles remain constant — respect for the business partner and his time, respect for his right to privacy, respect for the culture and history of the country.

References

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