

Multinational workplaces should include working with national calendars and traditions. Some companies offer employees a day off if it is a holiday in their religion. Team building activities can be organized on holidays to bring the team together, motivate them to work and expose employees to other cultures and traditions. Language and culture training days can also be organized to teach employees to understand and respect each other. It is important to strive to create a work environment where every employee feels respected and valued as a member of the team.

As a result of the research it was found out that multicultural workplaces offer great opportunities for companies. Properly managing diversity and supporting cultural understanding can lead to successful and innovative teams.

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THE ROLE OF LANGUAGE BARRIERS IN INTERNATIONAL BUSINESS AND WAYS TO OVERCOME THEM

Роль языковых барьеров в международном бизнесе и способы их преодоления

The purpose of the research: to study and analyze language barriers in international business.

In today's economic system, especially in business, not knowing the language is a serious barrier to effective business communication. Even in the modern world, with all possible innovations and technologies, there are misunderstandings in communication due to incorrect perception of words or incorrect construction of sentences. The importance of accurate professional translation and good knowledge of foreign languages in international relations is undeniable [1].

One of the main reasons that hinder successful interaction between business representatives of different countries are cultural differences that create barriers and difficulties. Cultural barriers due to different rules of behavior, value orientations and beliefs play a particularly important role here. Belonging to the same culture facilitates more effective communication, whereas belonging to different cultures can make it more difficult. In addition, the barriers that arise during the communication process, which involves encoding and decoding messages, should be taken into account [2].

In the practice of international business there are the following ways to overcome language barriers:

1. Attracting external resources (using the services of an interpreter). When contacting foreign colleagues, documentation must be kept in the official languages of the parties involved in the transaction.

2. Language training of personnel. The main disadvantage of this method is the significant expenditure of time and financial resources. Language training of employees takes place using several basic models. One of the models consists in direct interaction between the firm and the teacher, i.e. the firm invites the teacher as an employee.

3. The possibility of hiring staff who already possess the required language skills. English language skills are the most common requirement for applicants in companies wishing to succeed internationally. The importance of foreign language skills in the international space is reflected in companies' staffing strategies.

4. The use of automatic machine translation systems. Currently, the high cost of translation is a barrier for SMEs seeking access to major European markets [3].

Businesses are becoming more and more international every day: some companies go global on their own initiative to open up new opportunities, while others are forced to do so by slowing growth in their local markets. Whatever the reason for expanding beyond the borders of the home country, companies clearly recognize the impact of international cooperation and communication with customers and colleagues from other countries, cultures and time zones on their financial well-being. Language and cultural barriers make it much more difficult to gain a foothold in unfamiliar markets.

References

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SOCIO-CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS

Социально-культурная среда международного бизнеса

Purpose: to identify the importance of socio-cultural analysis in the conduct of international business.