

consumers, accustomed to high-quality coffee and cozy local cafes, were misjudged. Australians appreciate the deep coffee traditions and unique approach to beverage preparation, which did not meet the standards of stylish but standardized Starbucks service. As a result, Starbucks was able to open only a small number of stores, and in 2008 it closed 61 of 84 outlets, recognizing a failure in this market.

In the case of both examples, the main aspects of cultural inconsistency that led to problems were an incorrect assessment of consumer preferences and an underestimation of the importance of local traditions and consumption practices. This highlights the importance of a deep understanding of cultural factors for successful international expansion [2].

Cultural adaptation of business strategies is the key to success in the international arena. Examples of companies such as McDonald's demonstrate the importance of respecting local traditions. At the same time, the failures of Walmart and Starbucks show how underestimating cultural aspects can have serious consequences. In a highly competitive environment, companies must quickly adapt their strategies to suit cultural contexts for successful growth abroad. Effective strategies require the study and consideration of cultural values and needs, as well as the adaptation of standard business models to local characteristics.

References

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BODY LANGUAGE IN ECONOMIC COMMUNICATIONS

Язык тела в экономических коммуникациях

They say that body language is more than 50 % of communication. We do know that gestures have an effect in interactions. The world of business is no different. That's why

it's important to be able to read these signs. Most negotiators tend to read their opponents and pick up on subtle suggestions of interest, discomfort, or reluctance.

George Lakoff and Mark Johnson suggested that our thinking is influenced by our physical interactions with the environment. Knowing how psychology impinges on body language enables communicators to manage their non-verbal signals better. For example, an «expanded» posture can cultivate feelings of power and confidence by making individuals perform better in high-pressure situations. Moreover, every culture differs in its usage of body language. For example, while in Western cultures direct eye contact may be seen as a direct indicator of telling the truth, in some Asian countries it may be disrespectful or even aggressive. Personal space is different across cultures as well.

Practical Guide for Using Body Language: awareness of your body language is crucial. It is important to regularly reflect on how your gestures, posture, and expressions may be perceived by others. A firm handshake demonstrates confidence, while a weak one may indicate uncertainty. An open posture, with arms uncrossed and leaning slightly forward, indicates engagement. Maintain appropriate eye contact to build trust, but avoid excessive eye contact to prevent discomfort. Mirroring the body language of interlocutors helps establish rapport. It is also important for facial expressions to align with what is being said, as this enhances credibility. Role-playing exercises can help refine skills and provide feedback in simulated situations.

Research and Case Studies: in our exploration of body language in economics, we referenced various studies that highlight these concepts. Studies in negotiation have shown that non-verbal cues significantly impact perceived trust and collaboration, affecting outcomes greatly. We found studies where companies successfully navigated cultural differences through body language awareness, resulting in effective international collaborations. Conversely, we examined instances where misinterpretations of body language led to failed negotiations. For example, in 2008, Yahoo and Microsoft were in talks for a potential merger. During the negotiations, Yahoo's CEO, Jerry Yang, displayed defensive body language, such as crossed arms and leaning back, which Microsoft interpreted as a lack of interest. This misunderstanding contributed to the collapse of the deal. This example illustrated the practical importance of understanding body language in economic contexts. Through our studies, we have understood that body language is a fundamental aspect of communication, essential for the success of economic interactions. By learning from existing research, we can refine our practices and approach body language with the seriousness it merits.

In closing, we would like to conclude that we have achieved the aim of our research, which was to determine the role of body language in economic communications. In addition, we gladly admit that body language plays a significant role. Moreover, through our discussions the insights found today can empower individuals to improve their communication skills, resulting in strengthened business bonds.