

Mikeladze D., PhD, associate professor
Sokhumi State University (Tbilisi, Georgia)

THE IMPORTANCE OF BUSINESS ENGLISH FOR FACILITATING CROSS-CULTURAL INTERACTIONS AND COLLABORATION

Introduction

Globalization has changed the way people and businesses work together around the world. This phenomenon has led to unprecedented levels of international trade, cultural exchange, and collaboration among nations. But with this increase in interconnectedness comes the need for good communication skills to cross cultural barriers and build mutual understanding. As globalization continues to change the landscape of international business, it is important to learn Business English for cross-cultural understanding and adaptability. This shows how important it is in bridging cultural divides and encouraging global collaboration and cooperation.

Business English helps International professionals involved in Business from different cultures communicate in better and easily understandable ways. Successful communication in the business world depends on understanding each other. Sufficient Business vocabulary is important for understanding complex concepts. Business vocabulary can be considered as a lingua franca that allows people to have clear conversations without having to explain everything constantly. Many words and phrases are important in business, but some words, phrases, structures, or idioms are specific to certain areas of business. The aim of presented paper is to analyze the symbolic relationship between language and culture, to explain how business English skills can facilitate intercultural exchange, demonstrate the importance of language proficiency in navigating the complexities of different cultural Backgrounds.

Outcomes of the research: To Show the importance of Business English in cross cultural collaboration, to provide examples of common corporate

buzzwords and phrases, to line out universally recognized Business proficiency words, to explain the preference and priority of using simple expressions to appeal to a wide audience of the diverse globalized world.

Discussion

The use of Business English in global business communication platforms and technologies shows how important business English is for helping cross-cultural collaboration. Many big companies like Google and Microsoft use Business English to communicate and work together across countries. International financial institutions like the World Bank and the International Monetary Fund (IMF) mostly use Business English to work together on complex financial projects and initiatives, they utilize a range of specialized Business English terms and terminology in their communication and documentation. “The unprecedented spread of English has changed the socio-political landscape across Europe, with English predominating over important societal domains in which it is used as a lingua franca. Therefore English as a lingua franca (ELF) “constitutes the prevailing reality of English” [2].

People from different countries can talk and work together using email, video conferencing, and project management tools. The integration of Business English into digital communication platforms helps professionals around the world feel connected and work together. In the last few years, more people are meeting online using tools like Zoom or Microsoft Teams. More people have been working from home since COVID-19 virus. Professionals from different backgrounds find themselves in business meetings that are mostly held in English, no matter how fluent they are in the language. In virtual meeting spaces, participants are often exposed to a lot of corporate buzzwords and phrases that have become commonplace in modern business communication. These buzzwords are used to describe complex ideas, concepts, or strategies in a short way. Some buzzwords may make communication easier, but others may confuse or make the message less clear. They play a big part in shaping the discourse and culture of modern business communication. Knowing these

common words can help professionals understand and communicate better in work environments where people speak different languages. Here are a few examples of common corporate buzzwords and phrases in English-language business meetings:

Thinking outside the box, Low-hanging fruit, Synergy, Circle back, Touch base, Drill down, Take it offline, Actionable, Best practices, ROI, Brand equity, Trade deficit, Balance of payments, Cutting-edge technology, hospitality management.

Despite varying levels of English proficiency worldwide, certain words and phrases have become universally recognized and understood in business contexts. Common Business English words and phrases can help people from different languages and cultures communicate better and work together across cultures. Business English is used as main source for doing business and dealing with customers, some words and phrases are important for international business communication. They help people communicate and understand each other better. Common business words and phrases are simple and clear, avoiding unnecessary complexity or ambiguity. They can be understood by people who know English on different levels. These words and phrases often resemble everyday language. Business people prefer to use simple expressions to appeal to a wide audience. They don't use technical jargon or special terms, so they can be understood by people from different backgrounds. Common business words and phrases are clear and precise, leaving little room for interpretation or misunderstanding. Being clear is important for good communication, where accuracy is very important. These words and phrases keep information simple and keep stakeholders clear and on the same page. The word "deadline" has become widely accepted all-round the world, which reduces the chance of missed deadlines or misunderstandings. In business meetings and discussions, phrases like "*action item*" or "*action plan*" help everyone involved understand their responsibilities and expectations. Financial metrics like "*profit margin*" and "*return on investment*" (ROI) are important for decision-making and

performance evaluation in Business. Phrases like "best practices" and "lessons learned", "teamwork", "customer satisfaction", and "quality assurance", "vision statement" and "strategic planning" are culturally neutral concepts that cross cultures [3]. Even though different cultures have different ways of leading and organizing things. Having a clear plan that everyone agrees on helps everyone in the organization work together and follow the same goal. Strategic planning involves the process of setting goals, allocating resources, and formulating strategies to achieve desired outcomes. Here are some examples of standard strategic planning terminology commonly used in business contexts: Market Segmentation, Strategic Objectives, PESTLE Analysis, SWOT Analysis, Goals and Objectives, Value proposition, Competitors' strength, Weaknesses, Plans, Position in the market, Risk management, KPI and etc. These words provide frameworks and tools for organizations to analyze their internal and external environments, set strategic direction, and achieve their long-term goals and objectives.

Most business words and phrases are clear and precise, giving clear and unambiguous meanings that minimize the risk of confusion or miscommunication. Examples like "deadline", "action item", "profit margin", "best practices" help businesses and organizations work smoothly. The following common words and expressions signify agreement or approval, which is a universally accepted confirmation in business interactions. Their use helps people communicate and make sure they understand each other, even across language barriers.

"Hello" and "Goodbye" are important in business settings to establish rapport and keep positive relationships. They help people start conversations and leave a good impression, no matter how good their language skills are. Saying "Thank you" and "You're welcome" is very important for building trust and understanding in business relationships. These phrases show appreciation and respect and encourage collaboration and cooperation. The simple word "please" when asking for help, shows respect and consideration and helps to build

positive communication dynamics. Affirmations or negations help clarify intentions and responses in business communication, making decisions and progress easier. Even if you don't speak English well, these words are universally understood, so you can have a good conversation. A *"meeting"* is a gathering for discussion or collaboration where everyone agrees on the purpose and context of the interaction. Its universality makes it easy to coordinate and schedule across diverse teams and cultures. In today's digital age, *"email"* is a common form of communication in business. Even people who don't speak English well know that email is a good way to communicate, so it's an important tool for global communication.

"Presentation" is a common way to share information, ideas, and proposals in business. The idea of presentations is understood by everyone, even if they don't speak the same language. This makes it easier to share knowledge and get involved. *"Deadlines"* are important for project management and task prioritization. They help people understand timelines and expectations. *"Budgets"* are important for financial planning and resource allocation in business operations. Budgeting allows stakeholders to participate in discussions and decisions about financial matters. In *"Projects"* groups of people work together to reach certain goals within certain limits. *"Reports"* are documents that tell you something about a subject or topic. Reporting is important because people use it to make decisions and keep track of progress. *"Strategies"* are plans or approaches for achieving long-term goals. Understanding strategic concepts is important for effective leadership and organization management. *"Feedback"* is valuable for improving learning and growth in professional settings. It's important because people want feedback to do better and be more effective. *"Contracts"* are agreements between parties that make business transactions clear and accountable. It's important to know what a contract says to follow the law and manage risks. *"Profit"* Profit is a financial gain or positive outcome of business activities. Its universal significance highlights the importance of financial sustainability and performance evaluation in business

operations. "*Customers*" are people who buy goods or services from a business and form the basis of commercial relationships. "*Quality*" is the standard or level of excellence of products or services, which affects customer satisfaction and brand reputation. Quality is important for building trust and loyalty in a competitive market. "*Innovation*" is important for businesses to grow and compete. It helps people be creative and adjust to changing situations. Its universal importance highlights the need for continuous improvement and adaptation in today's dynamic markets.

In short, Business words and phrases don't have any cultural or linguistic biases. Business English words and phrases can be used by people from diverse cultural backgrounds, regardless of their native language or cultural context, they reduce the barriers to cross-cultural understanding, help people to communicate, understand and work together around the world. Their universal nature shows how important they are in fostering cooperation, efficiency, and success in the global business landscape. As globalization continues to shape international business, the importance of Business English in fostering effective cross-cultural communication and collaboration cannot be overstated.

REFERENCES

1. Friedman, Thomas L. (2005). *The world is flat: A brief history of the globalized world in the twenty-first century*. London.
2. Mauranen, A. (2006). *English as a Lingua Franca in International Business Communication*.
3. Parkison, D, Noble, J. (2006). *Oxford Business English Dictionary for Learners of English*. Oxford University Press.
4. Perrodin, D., and Somboon, N. (2016). *English Is More Than Just Words in Cross-Cultural Business Communication*.
5. Poncini, G. (2003). *Multicultural business meetings and the role of languages other than English*. Khalifa University.