

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

**Diana Mikeladze**

PhD in Philology,

Associate professor Sokhumi State University,

61 Politkovskaya street, 0186, Tbilisi, Georgia

Associate professor, Samtskhe-Javakheti State University,

113 Rustaveli street, 0800, Akhaltsikhe, Georgia,

+995599380309, dk.mikeladze@gmail.com

<https://orcid.org/0009-0006-8382-6466>

**Abstract.** The paper emphasizes the necessity of Business English as a fundamental means (lingua franca) to delve inside discovered cultural differences and mutually understand which is prerequisite for establishing truly meaningful relationships with international stakeholders from diverse cultures. The ability to communicate effectively across cultures is very important in today's increasingly interconnected global society. World standards of modern education aims to prepare an educated, creatively thinking professional for cultural understanding in modern dynamic world, the one who can adapt to rapidly changing world and modern socio-economic environment. Language is an essential tool for understanding culture, the values, norms, and customs of a society within its vocabulary. Learning a language gives people insight into the cultural nuances and communication styles of its speakers. It helps people to stay out of awkward situations, to avoid mistakes on a project which can be caused from misinterpretation of the client's request and can lead to breaking a contract accidentally because of poor comprehension and not sufficient understanding of Business ideomatic expressions. Business English is a language that people can use to communicate with people from different cultures, it is the language of negotiation and diplomacy, which allows diplomats and government officials from different countries to be engaged in diplomatic dialogues and negotiations more confidently.

**Key words:** interconnectedness; business proficiency words; language agnostic; cultural/lingual prejudice; cultural communication/collaboration.

**Introduction.** The way people used to work together at different parts of the world has totally changed after globalization. We've seen an unprecedented rise in cross-border transactions and with that also comes an increased level of cultural exchange and cooperation between nations. Of course, a more connected world requires to develop good communications skills to bridge cultural gaps and arrive at common understanding; but this type of development can be achieved organically, from the ground up. Competition is also increasing in the sense of learning Business English to gain such a good cross-cultural understanding and adaptabilit. 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 terminology — it is like lingua franca that helps people

in complex issues to clarify the spot discussing context. There are many words and phrases that are essential in business, but only a few of them can be used when it comes to certain aspects of business

In this paper, language and culture are considered as a symbolic context of the meanings derived from the structural analysis of language to its cultural connotations as they influence intercultural exchanges through business English skills across different Cultural Backgrounds that is the imperative key of becoming proficient in a variety of languages.

**Methods.** The utilized methodologies included:

A thorough examination of existing literature on Business English, intercultural communication, and globalization was undertaken, encompassing scholarly articles, books, and case studies that focus on the use of Business English as a common language in international business and diplomatic settings.

The study involved the analysis of specific business-related terms, phrases, and popular jargon commonly used in global business contexts. It aimed to identify how these linguistic elements bridge communication gaps across diverse cultural backgrounds and how universally recognized words facilitate clear communication in global business interactions.

Real-life examples, from major multinational corporations like Google and Microsoft, as well as international financial institutions, were examined to gain insight into the use of Business English in everyday operations, meetings, and collaborations. These case studies shed light on how Business English supports communication and decision-making in cross-cultural settings.

The study involved an analysis of the themes of simplicity, clarity, and universality in business terminology to demonstrate the efficacy of Business English in minimizing misunderstandings and ensuring seamless collaboration.

**Results.** To illustrate the central argument that Business English is a critical tool in overcoming cultural barriers, fostering global collaboration, and ensuring efficient communication in international business environments.

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” (Mauranen, 2006).

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. As Business English is the language used in business activities and communication with customers, some words and phrases must be known when performing international business communication. Contribute to better communication and understanding between people Business language comes by way of simplicity; it keeps things clear and avoids the complexity trap. 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 word, 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. (Parkison D, Noble J., 2006)

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. Following words or word combinations are a few examples of basic Strategic Planning Terminologies, that we might have come across: Market Segmentation, Standard Objectives, PESTLE Analysis, SWOT Analysis, Goals & Targets, Value proposition of services OR products(course content); Competitors' strength : Weaknesses — Plans, Position in the market— Risk management Key performance indicators, etc. These words give a method to organizations to structure their internal and external environments respectively for formulating strategy to set objectives as well strategies or plans for achieving long-term desired goals.

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. It means that affirmations or negations clarify the intentions and responses in business Communication & it becomes easier to decide and move progress. You will be able to have a good conversation even if your English is quite bad since the meaning of these words is known globally. A conversation is a meeting where participants understand why and what they are there for. 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 measures how good products or services should be gained, it also determines customer satisfaction and brand reputation. Trust and brand loyalty can be reached with good quality in a competitive market. Growth and competition rest in *"innovation"* in business, this exercise people's creativity to adapt them to new situation. The universality of Business language emphasizes the importance of constant evolution, and adaptability in modern markets.

In conclusion, business English words and phrases are language and culture-agnostic that are available for people coming from different cultural backgrounds, irrespective of their native language or cultural context. They free up the obstacle to cross-cultural understanding, help us to communicate, understand and work throughout the world. Their ubiquitous presence underscores how critical they are to building collaboration, efficiency, and success for the global enterprise. Considering the ongoing impact of globalization on the international business world, nowadays Business English is more crucial than ever in facilitating cross-cultural communication and collaboration.

## REFERENCES

- Friedman, T. L. (2005). *The world is flat: A brief history of the globalized world in the twenty-first century*. London.
- Mauranen, A. (2006). English as a lingua franca in international business communication. *The Nordic Journal of English Studies*, 5(2), 3–14.
- Parkison, D., & Noble, J. (2006). *Oxford business English dictionary for learners of English*. Oxford University Press.
- Perrodin, D., & Somboon, N. (2018). English is more than just words in cross-cultural business communication. *Journal of Intercultural Communication Research*.
- Poncini, G. (2003). Multicultural business meetings and the role of languages other than English. *Khalifa University Journal of Business Communication*.