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ENGLISH AS A CRUCIAL TOOL IN INTERNATIONAL BUSINESS COMMUNICATION

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BEYNƏLXALQ BİZNES ÜNSİYYƏTİNDƏ İNGİLİS DİLİ ƏSAS ALƏT KİMİ

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АНГЛИЙСКИЙ ЯЗЫК КАК ВАЖНЕЙШИЙ ИНСТРУМЕНТ В МЕЖДУНАРОДНОЙ ДЕЛОВОЙ КОММУНИКАЦИИ

Abstract. In an increasingly globalized world, knowledge of business English is not just a luxury but a necessity. Investing in this skill has become a priority for companies aiming to remain competitive internationally. Such investments not only lead to business success but also contribute to the personal and professional development of employees and the entire organization. Ultimately, English proficiency is a crucial element of success in today's business world, serving as a communication tool that opens doors to global markets, broadens horizons, and establishes long-term business relationships on the international stage.

Key words: globalization, cross-cultural communication, international business, English proficiency, negotiation, economic integration, multinational companies

Xülasə. Hazırkı qloballaşan dünyada biznes ingilis dili biliyinə yiyələnmək artıq xüsusi bir hal olmaqdan çıxaraq zərurətə çevrilmişdir. Bu bacarığa sərmayə qoymaq, beynəlxalq səviyyədə rəqabətə tab gətirmək və davamlı var olmaq istəyən şirkətlər üçün prioritetə çevrilib. Belə sərmayələr təkcə biznes uğuruna deyil, həm də əməkdaşların şəxsi və peşəkar inkişafına və eyni zamanda ümumilikdə bütün təşkilatın inkişafına töhfə verir. Nəticə etibarilə demək olar ki, müasir biznes dünyasında ingilis dili bacarığı qlobal bazarlara çıxışı təmin edən, üfüqləri genişləndirən və beynəlxalq arenada uzunmüddətli işgüzar münasibətlərin qurulmasına şərait yaradan ünsiyyət vasitəsi olaraq, uğura aparan ən vacib elementdir.

Açar sözlər: qloballaşma, mədəniyyətlərarası ünsiyyət, beynəlxalq biznes, ingilis dili biliyi, danışıqlar, iqtisadi inteqrasiya, çoxmillətli şirkətlər

Аннотация. В глобализованном деловом мире знание английского языка отныне является необходимостью. Инвестирование в этот навык становится приоритетом для компаний, стремящихся оставаться конкурентоспособными на международной арене. Такие инвестиции не только ведут к успеху в бизнесе, но и способствуют личному и профессиональному развитию сотрудников и всей организации. В конечном итоге, владение английским языком является ключевым элементом успеха в современном деловом мире, служит инструментом коммуникации, и таким образом открывает двери в глобальные рынки, расширяет горизонты и устанавливает долгосрочные деловые отношения на международной арене.

Ключевые слова: глобализация, межкультурная коммуникация, международный бизнес, владение английским языком, переговоры, экономическая интеграция, многонациональные компании

“There is almost no aspect of our lives that is not touched by language. We live in and by language” McCrum

In the age of globalization, the ability to communicate effectively across cultures has become an integral part of every company's success on the international stage. English, as the lingua franca of international business, not only enables communication between people from different parts of the world but also builds cross-cultural bridges by fostering deeper understanding and collaboration. In the global context, English has become the language of commerce, finance, science, and technology. Companies utilize it not only as a means of communication, but also as a strategic tool for negotiations, marketing, and managing international projects. Proficiency in English enables business leaders to operate successfully in foreign markets, granting them access to global knowledge and innovations. For companies operating at an international level, employees' knowledge of English is vital, as it directly impacts the effectiveness of both internal and external communication – with clients, partners, and contractors. It also plays a crucial role in developing strategies and entering new markets. In an era of world economy integration, proficiency in English has become an indispensable skill for professionals and companies seeking success on the international stage. English deservedly performs the role of a primary language for productive business and marketing communication.

The dominant role of English in international business communication and trade is firmly established and demonstrated by a number of prime examples: It is telling that the Japanese e-commerce firm, Rakuten, has established English as its corporate language, to the extent of implementing an English – only policy in its Japanese headquarters. This was part of its efforts to become a truly global firm. (1 p. 63). An extreme example comes from the results of the survey demonstrating the seeming dominance of English: in 1992, 44 percent of UK executives surveyed stated their readiness to negotiate in a foreign language. Ten years later only 28 percent were prepared to this. The *BBC News* reported that a “recent study showed that seven percent of French firms used English as their main language”

It will be easier to comprehend the current role and importance of the English language taking a brief historical overview. It all started with the rise of British Empire, which, at the highest of its glory, managed to extend its influence over vast territories. The imperial expansions of the 18th and 19th centuries ensured even deeper and more confident spread and adoption of the English language. As territories were colonized, English often became a primary or secondary language, laying the foundational stones for its current global status. Under the continuous dominance and influence of the British Empire, English language was adopted as an administrative language in many of its colonies, implanting it deeply into the educational, legal, and political systems of very many nations. This period laid a foundation for transforming English into a global lingua franca for the centuries that followed.

The Industrial Revolution which sparked in England in the late 18th century, marked another turning point in global economic and social structures, positioning England as the world's leading economic power. During this period, technological innovations, advancements in production methods, and the rapid expansion of industries not only transformed local economies, but also established English as a key language of trade, industry, and scientific progress.

However, the picture would be incomplete without noting the role of the United States, an English-speaking nation, which emerged as a dominant economic and cultural superpower by the 20th century, further strengthening the international role of the English language. The transition from a colonial language to a global lingua franca didn't happen overnight. Post-World War II, the prominence of the United States considerably contributed to the extensive use of English. The USA's proliferation in global politics, economics, and culture fostered an environment where English became the language of choice for international communication. This was further stimulated by the augmentation of American media, including Hollywood films, television shows, and music, which truly globalized English.

As British companies and institutions expanded their influence across continents,

English became associated with commerce, governance, and diplomacy. Moreover, the rise of British literature, philosophy, and science during the Industrial Revolution contributed to the cultural and intellectual prominence of the language. The works of writers like Charles Dickens and philosophers like John Stuart Mill reached audiences far beyond England, reinforcing the global perception of English as a language of sophistication and progress. Eventually, the global prominence and prestige of English-speaking universities, particularly in the United States and the United Kingdom, such as Harvard, Oxford, and MIT, proclaimed English as the primary language of higher education. These institutions attracted international students, who were required to master English to get an access to cutting-edge research and academic discourse. This trend has continued with the rise of online education platforms offering courses predominantly in English.

Today, the historical legacies of British colonialism and American cultural dominance are evident in the prevalence of English-speaking countries and the widespread aspiration to learn and speak English. It's crucial for learners to understand this historical background as it provides valuable context for the linguistic landscape they are navigating.

American advancements in technology, media, and entertainment helped to spread the language worldwide, creating a shared medium for business, education, and global communication. Thus, the historical trajectory of English – from the Industrial Revolution to the present – demonstrates its evolution into a powerful tool for international exchange and collaboration. These paramount changes in the life of the world community gave an impetus to the metamorphosis of the English language transforming it into the key language of international business and trade. Therefore it is quite pertinent to describe the development of English as a *lingua franca* in international business.

Facilitation of seamless communication across borders is one of the principle advantages of using English in global business. It helps to streamline interactions with clients and partners from various countries, enabling professionals from different linguistic and cultural backgrounds to collaborate effectively. This shared language

minimizes misunderstandings, increases efficiency, and fosters stronger relationships in multinational teams, partnerships, and collaborations. International companies like Microsoft or Google, having offices and teams worldwide, are a sheer example of global communication in which Employees from diverse linguistic backgrounds collaborate on projects using English as the common language. For instance, a software development team in India can easily communicate with their counterparts in Germany or the United States during online meetings, ensuring that project deadlines are met and objectives are clear. This shared use of English in international business settings plays a crucial role in fostering communication by serving as a common language. This enables individuals from diverse linguistic backgrounds to collaborate, share ideas, and achieve mutual goals effectively. Standardized Business English often uses simplified grammar and vocabulary to convey meaning clearly. For example, phrases like “Let’s circle back” or “Please clarify the details” are universally understood in professional settings.

Moreover, the widespread use of the English language in the world trade ensures access to a vast domain of resources, networks, and opportunities, which further boosts globalization and economic growth. English dominates the internet, with a significant share of global websites, research papers in fields like medicine, engineering, and technology. For instance, journals like Nature and The Lancet primarily use English, enabling researchers and professionals worldwide to access and share critical advancements regardless of their native language. Another example comes with digital and global business platforms, like LinkedIn, presenting their content in English. Entrepreneurs and professionals can access a wealth of market insights, networking opportunities, and educational courses on platforms like Coursera and edX, which often have English as their medium of instruction. Machine learning tools like chatbots and virtual assistants often function better in English, ensuring smooth interactions.

Beyond basic communication, English fluency also contributes to the soft skills necessary for successful negotiations. The language’s rich vocabulary enables negotiators to express

nuances, diplomatic assurances, and persuasive arguments. Subtleties in tone, emphasis, and phrasing can be crucial in swaying decisions or finding common ground. Furthermore, understanding industry-specific terminologies in English can make a difference in grasping complex issues, thereby enhancing a negotiator's competence and credibility. One of the key advantages of using English in negotiations is the reduction of language barriers. Trade partners from different parts of the world can communicate their requirements, expectations, and concessions more effectively. This mutual understanding is vital for establishing trust and ensuring that all parties are aware of the terms and conditions surrounding a deal. In addition to facilitating communication, fluency in English enhances the soft skills essential for effective negotiations. Its extensive vocabulary allows negotiators to convey specific details, offer diplomatic reassurances, and present persuasive arguments. Mastering tone, emphasis, and phrasing can be instrumental in influencing decisions or finding mutual agreement. Moreover, familiarity with industry-specific terminology in English provides a deeper understanding of complex issues, bolstering a negotiator's competence and credibility.

While negotiations are crucial in international trade, demanding clear communication, accuracy, and shared understanding, English language serves as a vital medium for these exchanges. Proficiency in English can greatly impact the results of discussions, whether they involve pricing, delivery conditions, or contract terms. A significant benefit of using English in negotiations is its ability to minimize language barriers. It enables trade partners from diverse regions to clearly convey their needs, expectations, and compromises. This shared understanding is crucial for building trust and ensuring all parties are fully informed about the terms and conditions of a deal.

On a practical note, English is the primary language used in most international meetings, conferences, and trade events. Proficiency in the language not only ensures active participation but also fosters connections with key industry players. These relationships can lead to profitable partnerships and open opportunities in new markets. Leaders and managers use English to communicate with multinational team.

Effective management requires not only fluency in English but also cultural empathy and adaptability in communication. In the modern business world cross-cultural communication is pivotal and goes beyond mere language skills. Since people from different cultural origins regularly interact in business, it encompasses understanding the cultural contexts in which the language is used, including norms, values, and behaviors unique to different societies. The importance of communication across cultural barriers has been highlighted as a strategic necessity for companies aiming to succeed on a global arena. English, as an international language, often acts as a mediator in these interactions, but true communication effectiveness is achieved through an appreciation and respect for cultural diversity. Reaching broad international audiences and creating impactful campaigns requires understanding cultural nuances and expectations to ensure maximum resonance in the business world. Cross-cultural communication faces challenges such as misunderstandings, stereotypes, and communication errors. To address these, companies invest in cross-cultural communication training, teaching employees to use English effectively in diverse cultural settings. Additionally, digital tools like machine translations and platforms supporting cross-cultural communication play an increasingly important role in overcoming language and cultural barriers. Knowing English is the first step toward effective cross-cultural communication, but the real value lies in understanding and respecting cultural differences. Companies that invest in improving their employees' cultural knowledge gain a competitive edge, allowing them to build deeper, more meaningful relationships with international partners and clients. Understanding cultural contexts prevents communication errors that could lead to conflicts, misunderstandings, or even business losses.

Thus, speaking globally, optimized language proficiency helps to navigate complex trade negotiations and legal requirements, build trust by reducing misunderstandings in cross-cultural exchanges and ensure effective communication with clients, suppliers and partners. While at a basic level it is more about people within an organization trying to understand each other linguistically and culturally, sharing

knowledge and experiences, innovating and acquiring new skills in order to work at their best. Employees are in constant search for more professional development to bring opportunities to their working life. Even where career development is possible, access to it is often dependent on language aptitude. For example, proceeding from the location in the world, managerial and executive positions may only be available to those with high English proficiency. Statistics shows the increasing tendency to invest in language training as a core business and team enabler. Companies with English-speaking employees can access foreign markets more easily. Its widespread adoption as a global lingua franca facilitates smoother communication, collaboration, and market penetration. For instance, Amazon demonstrates a perfect example of English-speaking customer service teams worldwide handling queries and issues from its diverse global customer base. Its website and applications are primarily designed in English, serving as a universal starting point for users in various markets. Similarly, Samsung's marketing materials, user manuals, and customer support services are predominantly in English, allowing the company to appeal to English-speaking audiences globally while supplementing with localized translations for specific markets. Many companies now organize English language courses for their employees because they recognize how these contribute to:

- Improving service quality
- Expanding the sales market
- Strengthening international relations
- Enhancing employee development and corporate culture

International scope is vital to large multinational companies, and communication skills are an enabler to retaining and developing opportunities one needs to succeed. In other words, language is a main developmental goal for individuals, and a basic tool to retain and develop its workforce for businesses.

Relevance of the Problem. In today's globalized world, English has become the leading language of international business and trade. It plays a vital role in enabling companies to communicate across cultures, carry effective negotiations, and build partnerships around the world. As businesses increasingly operate on a global scale, the ability to use English effectively is no longer optional – it's essential. Without strong English skills, companies risk falling behind, missing opportunities, and losing access to international markets.

Innovation of the Problem. What makes this problem innovative is the way English has evolved – it's no longer just a tool for communication, but a strategic asset in the global economy. Once seen as the language of former colonial powers, English has turned into a true global lingua franca playing a central role in cross-cultural business interactions and shaping up international partnerships. This metamorphosis calls for fresh, innovative approaches to language education, cultural awareness, and the use of modern communication technologies.

Practical Significance of the Problem. The practical importance of this issue is clear: strong English skills directly affect how businesses operate and negotiate on the international stage. Professionals with solid English proficiency can freely connect with international clients, and work effectively across cultures. Companies that prioritize English language training often see real benefits – from improved service and smoother communication to expanded market reach and stronger employee performance.

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