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CROSS-CULTURAL BUSINESS COMMUNICATION

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Now it is the time of globalization. It is important and complicated period for all mankind, because humanity cooperates in political, economic and professional organizations, works in multinational companies, exchanges experience in the industrial and professional spheres.

Cross-cultural business communication is one of the most important reason that promoting business growth. Today this question becoming more popular on the global marketplace. For every company knowledge of intercultural communication increase their chances of success in international business arena [1].

That is why we want to consider some points of cross-cultural communication in business.

Cross-cultural communication is a field of study that show to everybody how people with different cultural backgrounds communicate with each other and how they try to communicate across their cultures.

International business communication is connection that crosses national boundaries for business purposes. We think that intercommunication is one of the most important functions for any business. Such problem in business arise when member of one country are unable to understand another participant, because they have cultural difference in their countries.

The globalization of the world economies had made it important for marketing managers to understand how to do business in different cultures. For example, let's take business in Ukraine. Many international companies are actively opening their offices and branches in its territory.

Today offices of various major multinational corporations such as Proctor & Gamble, Siemens, IBM, McDonald's, Johnson & Johnson, Danone, Deloitte and others operate in our country. It is well known that the head offices of these companies are located abroad. For example, the headquarters of Siemens are located in Berlin and Munich; McDonald's, IBM, Microsoft, Deloitte and Johnson & Johnson – in the USA; Danone –

in Paris; Vodafone Group plc – in London. That is why Ukrainian managers must know foreign languages.

So different languages are the most important obstacles free cross-cultural business communication. We mean not only communication between people, but writing business correspondence is an integral part too.

A vivid example of intercultural communication can be translation of document in foreign language. Consequently, using an incorrect translation you can not understand the main points of this document.

Also we want to say about another important and common barrier. It is non-verbal communication. It is consist of body language, eye contact, closing and conceptions of personal space. All of them can cause a lot of misunderstanding between number of communication process.

Also managers need to remember about business negotiation. For example, Americans and Germans are more straightforward saying what they think, but the Arabs and the French never say something bad to your address.

Summing up, we think that effective communication has become an essential component in the successful business operation. Any company involved in international business must consider the complexities of intercultural communication. Differences in race, religious beliefs, lifestyle and some other cultural differences had a big impact how people communicate with each other during their work.

Solution of these communications problems invoked by differences needs patience endurance, understanding and regards. Learning more about other cultures and manner of life help us to get around conflict in communication and encourage to teamwork.

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