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THE INFLUENCE OF ENGLISH ON THE BUSINESS OPERATIONS EVOLUTION

Nowadays, global communication holds the first place and leads the way in organizing and managing business processes. The widespread growth of international relations and the increasing number of international companies gave rise to the transition of English to the official level. The reason for this occurrence were several historical factors. These include in particular the following:

- the existence of a large number of former colonies of England (USA, Canada, Australia);
- the use of English as an official language by such influential international organizations as the UN, UNESCO etc;
- the profound involvement of English-speaking countries in geopolitics;
- the rapid spread of the English language via the Internet.

From the point of view of the famous linguist David Crystal, the significance of the people speaking the language makes it international (2).

Under the conditions of globalization, business English is becoming an important tool for creating and developing business relationships. English for business communication is used in the modern business environment regularly, from advising clients to conducting oral and telephone conversations with customers, as well as conducting business correspondence. Competent and appropriate negotiation determines the intellectual image of top managers, as well as the image of the company itself. From this perspective, the company's brand identity builds on professionally qualified specialists capable of developing cooperation with other

companies
abroad (3).

It is worth noting that today while looking for a job, even in domestic companies, there are serious criteria for a future candidate. One of the main criteria for a potential employee is knowledge of English. Notably, companies set this requirement to improve their corporate image and attract additional foreign investment. Research has shown that learning a foreign language is associated not only with a change in the linguistic picture of the world but also with the way a person thinks (4).

Any industry or sphere of interaction between people united by a common goal, task and type of activity has its specific designations, terms and names. In general business English courses, it is impossible to cover all the peculiarities and intricacies of narrowly targeted communication. For instance, the business vocabulary of a financial manager may be entirely dissimilar to a marketing specialist. Furthermore, the same term can be used to refer to completely different concepts in different industries. Employees of a particular industry should consider the favoured aspects of business English when learning it.

The other specific feature of business language is the professional level of knowledge, which requires not only familiarity with terms but also the ability to understand and use them correctly. To avoid misinterpretation of concepts, it is worth learning business English directly at work or during studies related to your narrow specialisation. To illustrate the situation with the use of concepts, the accounting term «нематеріальні активи» ("*intangible assets*") can serve as a simple example. Any finance manager, economist or accountant immediately understands the meaning of this term. All that remains is to correctly translate the meaning of the term into English business language - "*intangible assets*". However, for a specialist who has no relation to accounting or budgeting, this definition will be meaningless. First of all, it is necessary to understand the meaning of the accounting term "*intangible assets*" in order to interpret it correctly (1). Consequently, employees of an enterprise should, among other things, have a sufficient level of knowledge in the

field in which they work so that the process of learning business English goes productively and allows the employee to acquire the language in the shortest possible time.

Therefore, the evolution of market-based international relationships dictates its own rules and has led to the process of introducing English into business relationships. Currently, only the implementation of English as a business language will allow for strengthening relations between domestic and foreign entrepreneurs. For individual entrepreneurs, it is considered good practice to cooperate with foreign companies, enter European and global markets, and diversify activities abroad.

Business development today is impossible without cooperation with foreign partners and suppliers, without participation in international exhibitions and conferences, which provide great opportunities to advertise products and the company's activities in general, maintain healthy competition and take the lead. Every year, it becomes more and more obvious that fruitful business communication requires a confident knowledge of English and its correct use during negotiations, business meetings and presentations at the international level.

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