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FOREIGN LANGUAGES AS A MEAN OF CROSS-BORDER COOPERATION IMPROVEMENT

Training of specialists highly skilled in foreign languages enables businesspersons, trading companies, managers of joint ventures to study the documents of the governing bodies of the EU in the original, identify problem situations and conclude contracts and agreements. Educational programs teaching materials used for the training of specialists are under the consideration in the thesis.

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FOREIGN LANGUAGES AS A STIMULATING FACTOR IN CROSS-BORDER COOPERATION

Cross-border cooperation has recently become an increasingly significant factor in creating a stimulating business environment. It offers so many advantages: promotes integration and cooperation between regions, institutions and municipalities that provide the basis for targeted communication and collaboration; helps to increase awareness about the neighboring country. It promotes the exchange and transfer of knowledge and contributes to resolving everyday problems at the local and regional levels. It offers opportunities for social, economic and organization development, makes border areas more economically sustainable and integrated. Cross-border cooperation is an important factor for economic competitiveness in border areas as it facilitates collaboration between large, medium-sized and even small enterprises which frequently interact within cross-border networks and benefit from the advantages offered.

Nevertheless, businesses face a lot of barriers in cross-border relations and we need to specify what factors best stimulate the development and growth of their collaboration. As indicated in the article "Factors that influence cross-border cooperation between businesses in the Alps-Adriatic region", the most important factors are good personal relations, language skills and shared interests while the level of assistance and administrative/legislative barriers are named the biggest obstacles in cross-border cooperation [1]. Thus, language proficiency is again viewed as one of the most important aspects for creating fruitful and efficient interaction and collaboration between businesses in neighboring regions.

When we speak about language proficiency, it is important to define the most functional language used nowadays for business communication. Of course, it is always best to know the language of a bordering country, however when we start thinking about cooperation between several neighbors, one should find a universal solution to all international negotiations.

It is imperative to understand which language is the most important and useful, which will open pathways for securing the most significant return on investments, and which will lead the way in the next 50 years. It is obvious nowadays that as the face of international business changes, so do the languages used to communicate. From professional networking and academic collaboration to transport and traveling, the business world requires business owners to use different languages in order to scale up their companies. Even if you're a small company and aspiring to sell your services and products to different linguistic backgrounds and cultures, you need to take its content to the next multilingual level.

The English language has always been ranked #1 as the language of globalization. It is considered the most influential language of academia and the business world, occupying the top in the field of languages and spoken by over three-quarters of the world's population. It is used in 94 countries by 339 million native speakers, and it is the de facto language of the United States and an official language of the United Kingdom, Canada, Australia, New Zealand, South Africa, and several other countries, making it an essential language for business owners. Along with this, the English language also retains the number one spot as the most commonly used language by 53% of websites and internet users with 949 million users. Hence, there is no denying the fact that English is the language of globalization, and crucial for those entrepreneurs who want to thrive on the global stage. That is why most non-English countries choose English as #1 language for studying at school and higher educational establishments.

Second crucial language for business communication is, of course, the Mandarin. The Chinese language is getting more and more popular with the most significant number of native speakers (approximately 983 million speakers), while more than 1.2 billion people understand the Chinese Mandarin dialect. It's the one that you just can't miss while talking about the best languages for business, as it is the second most popular language among internet users. If Asian markets continue to expand their internet usage, Chinese could be expected to supplant English as the most widely used internet language soon. The rationale behind this trend is mainly due to the enormous economic shift that China has gone through in the past

three decades, from national trade to international trade ties and cross-border treaties to huge leaps in the field of science and technology. And if this trend continues, analysts predict that China will become the world's leading economy by 2050. Thus, it is not surprising that British pupils study Chinese as their foreign language.

Spanish comes third as the most widely-spread language for business communication. Believe it or not, the United States has recently been cited as the second largest Spanish-speaking country in the world, where an estimated 37.6 million people speak it as their first language. There is no denying that English is the primary language that comes to mind for the USA, but its 50 million Spanish speakers and their small and large businesses might remind that it's not the only language spoken in the country. As the US has the world's largest economy and the Hispanic population in the US is projected to double by 2050, this makes Spanish enormously important. If one is willing to start a business in the US, or indeed anywhere in the Western hemisphere, Spanish needs to be chosen as a language for international communication.

The choice of the most efficient language for business communication depends, of course, on your goals and geographical ties. However, whether you are hoping to manage a business, improve your international business relations, or just set yourself apart from the mob, learning any one of these languages can give you the competitive edge needed to develop your plans: either to gain the first market advantage or to optimize your business results with global audiences.

References:

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2. 10 Most Important Business Languages in Global Market. Available at: <https://medium.com/swlh/10-most-important-business-languages-in-global-market-17b49b7cf2d2> (Accessed 14 April 2019).

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CAREER OPPORTUNITIES FOR SPECIALISTS WITH A HIGH LEVEL OF FOREIGN LANGUAGE PROFICIENCY WITHIN THE FRAMEWORK OF CROSS-BORDER COOPERATION

Under modern conditions there is a clear trend in the development of world economy towards globalization in all spheres and at all levels of social and economic life. In this respect, the world economic crisis had a