

УДК 378
ББК 74.58
S81

Редакционная коллегия

Шакирова С.М. - к.ф.н., и. о. директора Управления по науке
Сапаргалиев Д.Б. – PhD, зам. директора Управления по науке
Никифорова Н.В. - д.э.н., профессор, декан послевузовского образования

Все статьи прошли проверку в системах Антиплагиат.ВУЗ - на русском языке, Turnitin.com - на английском языке, Advego Plagiatus v.1.2.093 – на казахском языке. Уникальность текстов не ниже 75%.

i – START. Предпринимательство: энергия молодых.

Материалы международной научно-практической конференции студентов и магистрантов 16-17 апреля 2015 г.- Алматы, Алматы Менеджмент Университет, 2015 – 320 с.

ISBN: 978-601-7021-36-8

УДК 378
ББК 74.58
S81

ISBN: 978-601-7021-36-8

IMPORTANCE OF COMMUNICATION IN BUSINESS SPHERE

*Communication - the human connection -
is the key to personal and career success.*

Paul J. Meyer

Communication has the main role in our live. No matter where the communication takes place and who is involved in it, the main features of this process are identical.

Even classic monster and hero of novel Frankenstein realized the importance of communication. By hiding in the woods and observing the family of shepherd Frankenstein said:

"I realized that these people had a way to transmit the sensations and feelings to each other by means of articular sounds. I realize that the words they spoke, sometimes called the pleasure or pain, a smile or annoyance in the shower and on the face of the listener. Truly, it was a divine science, and I was eager to meet her"[1].

Nowadays main goal of human being is to earn money. Best way to earn money is to run the business but is not easy way. In order to run the business there are should be good communication skills. Communication - the

field of study concerned with the transmission of information. (1) According to management discipline in order to communicate with each other there are have to be three basic things: 1) message 2) sender 3) receiver. Effective communication will happen if receiver gets or understands in appropriate way what sender transmits to receiver. When information is transmitted to receiver by sender, receiver receives two elements: content and context. Content consist of words or symbols that is knows as language. Context also in known as paralanguage - it is the nonverbal communication – when we use in our speech some gestures, body language, eyes contact and so on.

Main barriers of communication:

- Language;
- Culture, background.

Language is the main tool of communication in business sphere. Especially in the world of multiple languages. Recently there were provided researches according to cross-cultural differences in language that investigate Sapir-Whorf hypothesis [2]. According to that research language might affect to perception and change it. Example, English people have one word to color "blue", but Russian people have two words for blue color there are lighter blue "goluboy" and darker blue "siniy". In one study for Russian and English speakers were given three blocks of color and say which of two were the same, If the Russians picked two colors which were "goluboy" and one color which was "siniy" for English people it were complicated assignment because for them tree squares of color were from the blue group [3]. And this will be complicated, for example one company run the business which connect with room interior and client-Russian speaker made order to buy "goluboy" wallpaper to English who is producer, and as in example for English there was one color is blue but for Russian two colors and there will be clash because different language make different perception.

Adele is Malaysia girl who came to the USA for working. She's 22 years old. She works in one coffee café. The head of that café is American guy Ben he's 30 years old. He likes how Adele works in appropriate way, and one day he decided to invite her for lunch. They made order and during the waiting for order they made a speech, he talked about his life, about his family, work and so on but Adele wasn't looked at him, she was looking at floor. And Ben felt like she was bored, but actually she wasn't looked at him by the reason of respect. According to her culture, stare at someone who is elder from you is disrespect. For Americans it's vice versa. But Ben accepted that sign of respect as sign of she was bored [3].

So as is written in this article misunderstanding occurs at every step and everywhere.

"Time is money" - well known idiom which is often used in business. This idiom is accepted by different culture in the same way? According to American anthropologist and cross-cultural researcher Edward T. Hall time is structured in two ways by different culture.

- Monochronic time (M-time)
- Polychronic time (P-time)

In M-time everything should be on time, they set schedules, deadlines everything on the its' places, schedules is fixed there is no way to unclear timeline. Representatives of M-time: the USA, Germany, Singapore, Western Europe. For these cultures time is really money, every minutes or even seconds are money.

In P-time opposite to M-time, there is no fixed schedules or deadlines; they do everything simultaneously they don't care about clear timeline. Countries belonging to this category are: South East Asian, Latin American, Eastern European, African.

When representatives of M-time and P-time have business negotiation there will be clash between them. So what to do?

According to research which was done by Chinese Shandong University regarding time in international business negotiation.

1) Before participating in international business negotiation learn about that culture with which you will have a deal, norm of behavior according to punctuality, meeting and planning. For example, one Indian guy have had interview in one Australian company with Australian guy, before starting the interview Australian guy asked "if you were ice-cream what flavor would you be?" and that Indian guy got nervous and didn't know how answered for that question. So "what ice-cream flavor you are?" means personality. Strawberry flavor lovers – introverts; chocolate flavor lovers – flirtatious; coffee flavor lovers – dramatic and so on.

2) If possible have negotiation in home by doing that you have competitive advantage in controlling time over you foreign partner

3) Try to have more time, be patient. For example, U.S and Vietnamese had peace talk in Paris, Vietnamese side have rented villa for 2 years whereas U.S side have rented hotel rooms at weekly basis. U.S side have lost every week much money than Vietnamese side because of that they started to be nervous, they haven't focused on.

4) It is recommended to set deadline and dates.

5) Don't much focused on contract or on signature itself. It means there should be trust between parties and after then you will have prolonged relations [4].

In conclusion, no matter what business you conduct main thing is to consider all the factors that affect your

business, the people, culture, language and person itself, because the slightest mistake can ruin your goals that you have planned for a long time and do not get tired. As T.A. Murphy said, a former chairman of General Motors, «the same common denominator in business and management are people and relationships with people ... in the end, communication is the most important ... effective communication can ensure the success and failure or, at least, determine the degree of success» [1]. Regardless of the type of organization in which you work now or will work in the future, work on the exchange of information is important. Communication is equally important for organizations and individuals.

References:

1. Lahiff, James M., Penrose, John M. (2001) Business communication: skills and strategies.
<http://ecsocman.hse.ru/text/19178777/>
2. Hypothesis Edward Sapir (1884–1939) and Benjamin Lee Whorf (1897 – 1941) were American anthropologist-linguist
3. Martin, Judith, and Nakayama, Thomas (2012) Intercultural Communication in Contexts, 6th Edition.
4. <http://cronkitehhh.jmc.asu.edu/2014/04/time-negotiations-belong-m-p-time-culture/>