

Significance of Language Expertise in the Contemporary Corporate Domain

Dr. Harish Purohit

Associate Professor, Department of Commerce and Management
Shri Jagdish Prasad Jhabarmal Tibrewala University, Jhunjhunu, Rajasthan, India
purohitharish46@gmail.com

Abstract: *As a result of globalization, transnational corporations are stressed to battle the issue of language in international professional communication. This paper analyzes the role of language and language barriers in international business communication, with a particular focus on English as an emerging business language and its effects on multinational management. After analyzing the language strategy of two multinational corporations where English was made the official corporate etymological, KONE in Finland and Rakutenchi in India, the results of this study recommend that executing “English-only” corporate language policies is ineffective at improving transnational communication and makes recommendations for alternative strategic language development methods.*

Keywords: Globalization, Communication, Corporate, Transnational, Strategic, Alternative