

An in-Depth Examination of the Effects of English Language Proficiency on the Efficient Conduct of Business Communications

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Abstract: English is crucial in today's globalized society. It's the most widely used worldwide language and the principal language of international business. Bangladesh must learn foreign languages, notably English, to navigate the free market's pros and cons. They can converse with EU, BIMSTEC, and SAARC members by speaking English proficiently. English is the global language of business, ensuring seamless communication and productive stakeholder engagement. Companies cannot function without strong communication between producers, distributors, and consumers, which limits entrepreneur productivity. English ability lets us confidently communicate with overseas business partners and create global ties.

Keywords: Corporate Operations, International Trade, Entrepreneurial Endeavors

I. INTRODUCTION

In the digital age, English is crucial for facilitating modern social and commercial relationships. People mostly depend on their cellphones to make a living in the complicated world of today. These gadgets make it simple for users to carry out a variety of purchasing and selling activities. There are a lot of reasons that are useful examples that allow everyone to improve their English. The importance of identifying the many varieties of English spoken across the world was emphasized by Kachru (1985), who divided them into Inner Circle, Outer Circle, and Expanding Circle.

The Inner Circle includes nations like England, the United States, Canada, and Australia where English is the predominant language. Countries like Bangladesh and India, where English is often used as a second language, are included in the Outer Circle. Finally, areas where English is studied as a foreign language, like Japan, are represented by the Expanding Circle. Bangladesh is classified as an Outer Circle when looking at these circles. English is still quite important in Bangladesh, although it is not formally recognized as a second language.

English was crucial for international communication, business processes, and technological gadget use. Bryson (2009) reports that over 300 million people speak English and the rest are learning it. Language helps build global links and connects individuals from diverse cultures. Since global economic success depends on effective communication, new enterprises may be built on the language. Communication is how individuals, groups, organizations, and society produce and utilize information to develop connections. Smiles, head shakes, and shrugs may convey when spoken language is not comprehended. This communication tool, crucial in our multilingual and connected world, includes notifications, announcements, and promotions. In the globalized economy, firm competition is fierce domestically and globally.

Lemana, Rosa, and Juwardi (2017) state that global communicators must improve their intercultural, editing, and public speaking skills. According to Miina (2014), poor English may inhibit communication, causing misunderstandings, irritation, and hurdles among personnel. Reading, speaking, listening, and writing are the four English language skills to master. English, especially in business, is crucial for communication and information. Multinational firms want its employees, secretaries, and laborers to speak English and manage all paperwork. English proficiency is essential for students to study and interview successfully.

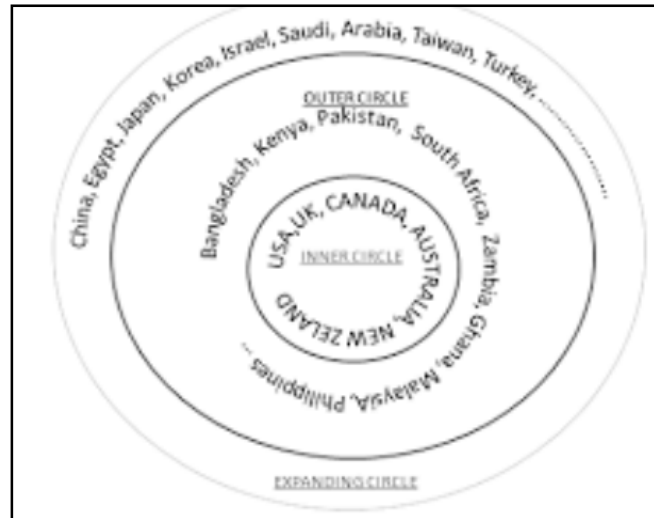


Figure 1: Concentric circle model (Adapted from Kachru (1997))

Negotiating, speaking English, and calling overseas company reps shouldn't be hard. Those who can organize trips and write papers to promote productive business talks are also recognized as more proficient in English for business communication. As companies develop, greater communication with workers and the outside world becomes increasingly crucial. They employ English-speaking personnel because worldwide companies must speak English proficiently. Over 80% of scholarly journals are published in English, making it the dominant language in scientific research, international trade, and academic publication (Van Weijen, 2012).

Misunderstandings between communication partners are common, and good communication requires knowledge sharing. Effective communication is essential to running a successful company. Communication includes opinions, ideas, and information, whether vocal or nonverbal. Its personal or interpersonal nature makes it important in the workplace. Effective communication is crucial in business. Without clear routes of communication between manufacturers, distributors, and consumers, entrepreneurial efforts suffer. Knowing how to utilize English professionally is crucial. Narration is crucial to corporate language arts.

Narration is essential for creating a link and commitment between consumers and products. Business communication requires careful word choice since each word has a significance. Customers' language preferences must be considered by entrepreneurs. Singaporean and Indian companies use Chinese, Hindi, or English to interact with their target customers. This flexibility strengthens company-customer relationships and boosts entrepreneurial success. English is spoken by 47.87% of Bangladeshis because it opens up worldwide opportunities. Establishing English as a corporate language is difficult since it offers pros and cons for enterprises. English proficiency may boost a product's value. This research examined the importance of English in business and how utilizing it as a communication tool influences corporate goals.

II. DISCUSSION

1. Communication Business

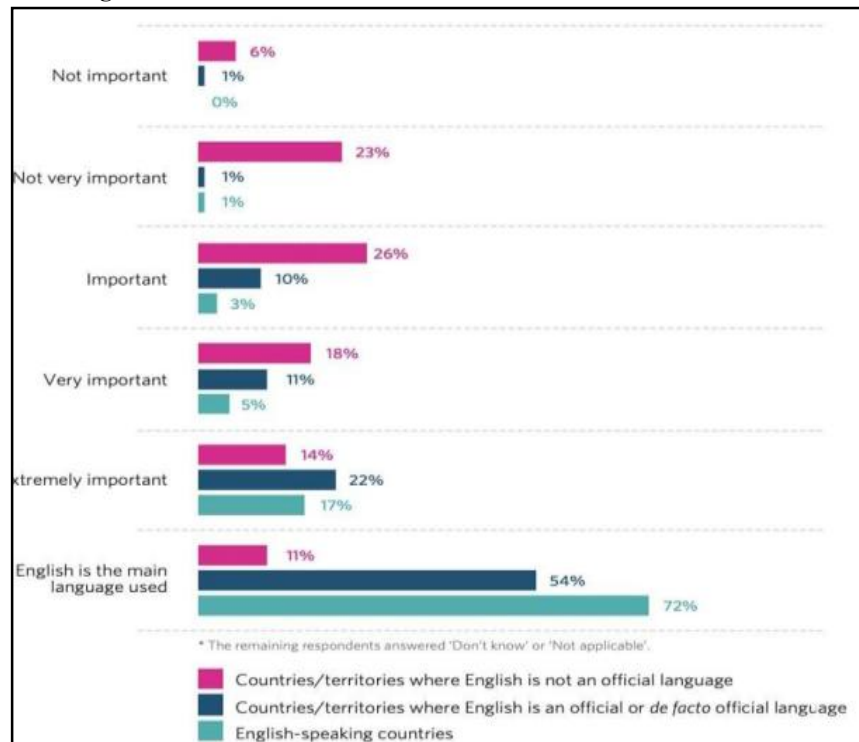
Many realized that understanding communication phenomena helps explain business symptoms. If we saw business and communication as social processes, we would conclude that business is communication and vice versa. Communication and business symptoms are intertwined. Separation was impossible. Business and communication began with manufacturing. Details may be provided: Communication output is called information. Data, facts, and knowledge are sent as information. However, businesses produce commodities and services. Businesses produce real and intangible products and services to satisfy customers. However, information and goods/services may overlap. Information is sometimes considered a product, particularly in media and publishing.

Information becomes a commodity when newspapers, periodicals, TV shows, and web material supply it. Thus, information becomes a corporate commodity, blurring the border between pure information and conventional goods/services. b. Business and communications spread the product. Other parties may be communicators, audiences, destinations, etc. In business, other parties were called customers, clients, purchasers, etc. Communication and business contacts have different emotions and challenges. Commercial exchanges foster collaborations, intellectual interchange, and idea sharing. No matter the product, service, or organization, the goal is to generate value for the company. company communication demands a deep awareness of internal and external company concerns.

Communication internally includes the company's vision, strategy, goals, corporate culture, values, core principles, staff motivation, and ideas. According to Lathifah (2007), organizations compete domestically and internationally, requiring good communication to build solid partnerships. However, external communication includes branding, marketing, advertising, customer relations, public relations, media relations, and business negotiations. These communication activities aim to produce corporate value regardless of form.

Businesses may improve operations, develop meaningful connections, and compete globally by recognizing and meeting internal and external communication demands. Effective organizational communication depends on agreement among communicators. This agreement depends on the message's clarity, delivery, conduct, and communication circumstances, including location and time. Organizational communication uses spoken, written, and broadcast media. This diversified method simplifies information transfer and retrieval, making communications understandable to all parties. By carefully evaluating these elements and using diverse communication approaches, firms may improve internal communication, cooperation, and success.

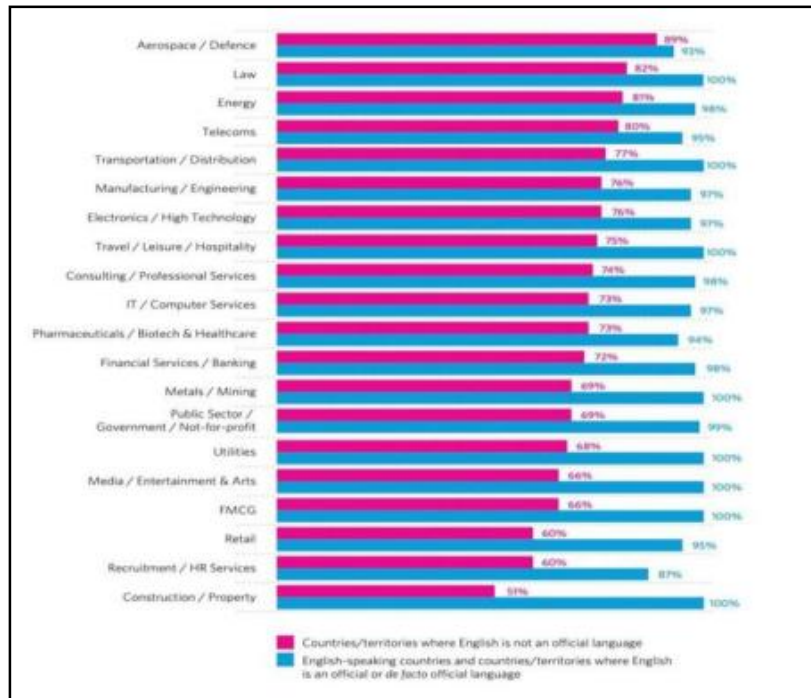
2. The Importance of English in Business



Graph 1. Percentage of employers that said English is important (Cambridge English, 2016).

English was one of the millennial languages to learn. The effort improved the average employee's English language score by 2015 (Harvard Business Review, 2015). Eurostat (2013) stated that 94% of upper-secondary European students learn English as a foreign language. English became the worldwide language of commerce, and in shipping

and aviation, it was the official language. English was essential in many industries to stay current. Particularly in business. English proficiency allowed you to market your brand abroad. You should be skilled in English to communicate with consumers and make your company simpler to run if you want to grow. Understanding English lets you promote globally. A company's employees also required English for business. English was vital to everyone, notwithstanding the official language.



Graph 2. Percentage of employers that said English is significant (Cambridge English, 2016).

The graph showed English's importance to the industry/company. Construction and property were the sectors least likely to value English (less than two-thirds of employers) in nations and areas where English was not an official language. 2) HR/Recruitment Services 3. Retail. According to Blair and Jeanson (1995), competency in English, especially oral communication, is essential for overcoming workplace challenges. Bangladesh joining the BRICS Economic Community expanded commercial prospects on a global scale. Online firms make business entrepreneurship easier. Online platforms allow businesses to offer things to more people locally and globally. This worldwide connectedness stresses the significance of solid English language abilities for international corporate communication and engagement.

III. MAKE US READY TO BE A SUCCESSFUL BUSINESSMAN

Wachter and Maiworm (2011) report rising English usage in higher education. In Continental Europe, English-medium undergraduate and master's degree programs have quadrupled in seven years. This explains why so many individuals now speak English fluently. Yearly English learners existed. This forced them to keep up in school and business.

Understanding English might aid any aspiring businessman. As businessmen starting a company, we needed communication skills. Teaching English would make communicating with everyone simpler. English-written innovative ideas were abundant online. English would make these amazing ideas clearer. After that, we could apply these principles to our efforts.

As we know, unusual or intriguing ideas may expand our company quickly since they attract many individuals. It would help your company expand. As we know, businessmen desired success. After the firm grew, we needed more advertising to enter the worldwide market. We could promote without confusion if we spoke English. We may market

our company in English. When we spoke English, presenting our company would be easy. We may also work with foreign businessmen. Seeing another foreign businessman didn't confuse us. Although we could hire interpreters. Mastering English was crucial to avoid being conned.



Figure 2: People learning English worldwide (British Council),

IV. HELPS STRENGTHEN RELATIONSHIPS WITH BUSINESS RELATIONS

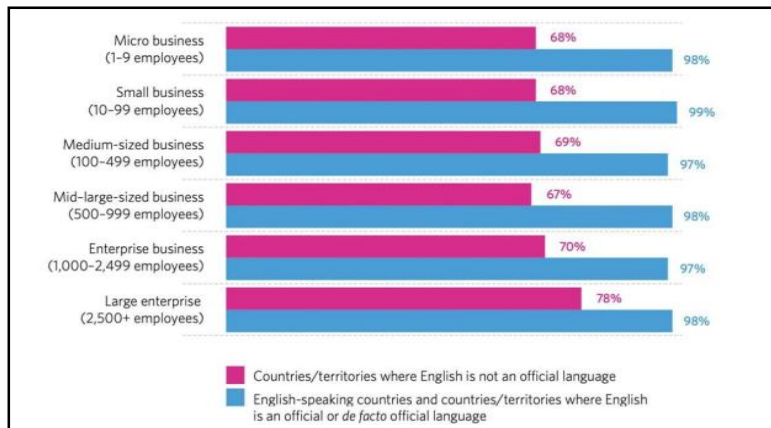
A successful company needs connections and partnerships to develop. Business classes and English proficiency may improve our capacity to interact with international business partners, providing major advantages. English proficiency helps us comfortably interact with foreign business partners, making it simpler to present our firm. English proficiency also lets us have global conversations. Speaking English well lets us speak with a broad variety of professionals and stakeholders about our company, enhancing our knowledge and strategy.

Learning English allows you to participate in forums, especially ones frequented by foreigners. Engaging a broad audience gives us global perspectives and ideas. We can actively discuss many topics with others using our English language abilities. This discussion deepens our knowledge and uncovers ideas that might boost our company. Debates and worldwide feedback improve our business strategy, driving innovation and development.

V. THE EFFECT OF ENGLISH AS A COMMUNICATION TOOL ON BUSINESS GOALS

Many Bangladeshi enterprises are expanding internationally in our globalized corporate environment. International firms are also entering the local market. Thus, business must increasingly utilize English. This necessity becomes apparent when negotiations fail due to misunderstandings with potential foreign partners, project timelines are disrupted due to communication breakdowns with foreign clients, job applications at foreign companies are rejected due to insufficient English proficiency, and opportunities to collaborate with international-grade companies are missed due to the lack of English-speaking workers.

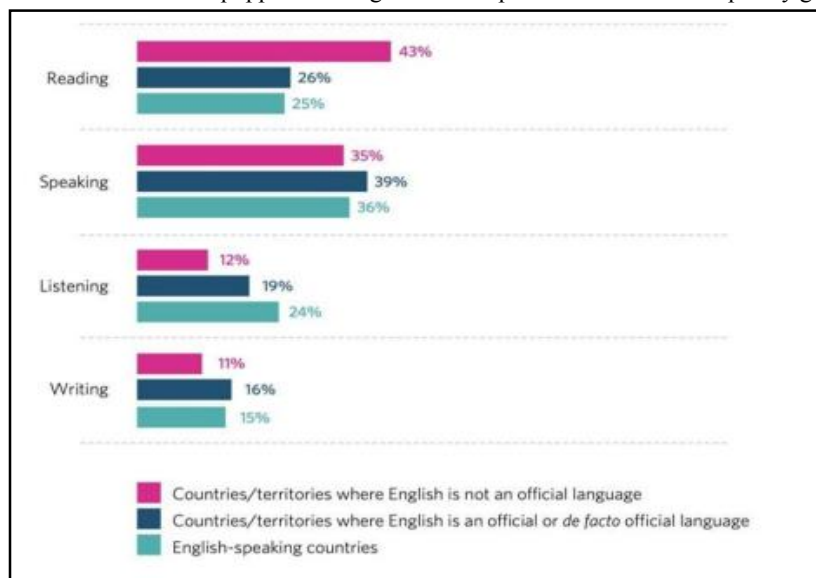
This movement is worldwide, not just Bangladeshi. In China, the English language learning market is growing 20% annually, led by school-aged learners (Technavio, 2016). This rise highlights the growing relevance of English proficiency in the global job market and commercial relationships, stressing the necessity for people and businesses to invest in English language abilities to succeed internationally. Daily foreign language use has major effects. According to Williams and Chaston (2004), English-speaking multilinguals enjoy a commercial edge. Scientific study shows that multilingual people seem smarter. Communicating in different languages improves linguistic and decision-making skills. Bilingual people are more attentive and have a wider viewpoint, helping them grasp their surroundings. Foreign language skills are crucial in business, particularly when engaging with international partners. Speaking various languages improves communication and shows versatility and cultural awareness, which are essential in global business.



Graph 3. Percentage of employers that said English is significant for their organization size comparison (Cambridge English, 2016).

In countries and regions where English was not the official language, large enterprises, particularly those with more than 2,500 employees, were more likely to emphasize the importance of English proficiency. However, it is noteworthy that there was surprisingly little variation across organizations of different sizes. Regardless of the size, at least two-thirds of employers in various organizations considered English to be important, highlighting its significance in the global business landscape. This uniform emphasis on English proficiency suggests its universal importance, irrespective of the organization's scale, emphasizing the need for employees to possess strong English language skills to thrive in diverse professional environments. In today's modern world, marked by challenges and fierce competition, individuals are advised to possess not only a high level of education but also specific skills. Among the most crucial skills in this era is proficiency in English.

As elaborated earlier, English is a global language. To stay ahead of the general populace, individuals need to master English comprehensively, honing skills in reading, speaking, listening, and writing. This mastery of English not only enhances communication abilities but also opens doors to various opportunities in both personal and professional spheres, ensuring individuals are well-equipped to navigate the complexities of the contemporary global landscape.



Graph 4. The English language skill employers said was most important for their organization language status comparison (Cambridge English, 2016)

Reading and speaking were deemed essential. Reading was employers' most sought-after ability in non-English-speaking nations. In contrast, employers valued speaking in English-speaking nations and areas where English was an official language. Jones and Alexander (2000) said businesspeople worldwide use English as their main language. English may be spoken by Swedish, German, Japanese, and Italian speakers. English helps non-native speakers connect with native English speakers, making it important in international commerce.

Using English may promote self-confidence, as learning a foreign language does. Confident people are more appealing, making socializing and making friends easier. Engaging with various people broadens perspectives and enhances life. Making friends is easier with good communication and honesty. Social skills improve personal connections and commercial encounters, helping people succeed in their careers.

VI. CONCLUSION

Effective communication is crucial in the globalized world. International interactions have increased due to fast commercial and technical breakthroughs. English is a key business language for corporate growth. English proficiency offers doors to prospective careers. The global workforce value's English ability, and most cross-border communications are in English. Businesses and professionals require English because international corporations demand their personnel to speak it. English is the language of business in manufacturing, services, IT, and the internet in today's linked globe. English proficiency boosts career prospects, entrepreneurial readiness, and business partnerships. English fluency streamlines corporate processes and boosts confidence with partners and customers. English proficiency is becoming an important necessity for starting a firm, along with finance and compliance. English proficiency opens several business doors. English proficiency is essential in the contemporary job. Multinational corporations want people with high English language abilities, and utilizing English for business helps companies and individuals.

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