

# Significance of Language Expertise in the Contemporary Corporate Domain

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**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

## I. INTRODUCTION

The professional world is in a nonstop development. Businesses are evolving and stimulating in a diversified environment that doesn't respect corporeal boundaries anymore. Even more, due to accelerated globalization, we currently live in a world where any kind of business has the opportunity to spread over borders. This made language expertise an actual significant business skill that will boost anyone's profession.

However, in English-speaking countries, this essential business skill is quite scarce. Also, business managers just twitch to comprehend the impact it can have on their business. To put things into perspective, let's see how significant language talent can be for your business.

## II. MARKET STAKE AND TRANSACTIONS

Did you recognize that there is a discrepancy of people speaking a second language in countries like the US and the UK? According to The Guardian, the UK lost 52 billion pounds in 2020 alone because of the deficit of multilingual people. Even more, in the US, only 23% of the population was able to express a second language, according to Forbes (data valid for 2021).

The data presented above only shows a harsh reality: English is no longer the universal business language. And this is not good news if we consider the fact that the best business opportunities are with fast-growing markets from developing countries. This means getting in touch with conceivable commercial partners that don't speak English and don't have the same business culture as Western countries.

If you want to increase the market share and sales, a squad of multilingual people is the best solution. Such people will be able to talk with business partners, convince them your business is powerful and deserves consideration. Even more, they will know how to address and attract more courtesy towards your products or services.

## III. CUSTOMER WITH HOLDING

Just like with any business, the key to success is with happy clients. Now, in order to keep them happy, you must understand their needs. For this, you need to understand their culture and how they relate to your products and services. One of the ways you can show customers you care is by offering them support in their native tongue. This, of course, implies hiring local people for customer service positions. But the process doesn't end here you will also have to train these people to communicate effectively with English speaking people. You may even need to share with them

useful English grammar tips to interrelate with native English speakers. This is an essential in instruction to maintain an exposed communication at the company level.

As you can realize, language proficiency is a two-way street: you requirement here multilingual people who also speak English. This will improve the level of communication inside and outside the company.

#### **IV. MULTIPLICITY AND INSERTION**

People from different cultures are different and it's a manager's job to create the faultless work environment. This can be a bit difficult, but it can also be authorizing for both the manager and the employees. By dealing with multiplicity you are disrupted from the daily business routine.

As a manager, you will grow to learn additional about business etiquette in your employees' countries. Also, employees will acquire that being different is a good thing and they will be more exposed to communication and solving conflicts without negative consequences. A business that promotes multiplicity and respect towards each other's philosophy will absolutely flourish in overseas markets.

#### **Encourage a harmless Labor Atmosphere**

If you hire local employees, you will have to be able to explain work safety measures. This is of utmost importance because all people must understand the procedures. If the communication is not clear the result could be injuries or worst so it's your duty as the manager of the team to make sure everyone understands what you're saying.

#### **Discovery of the Actual Capacities**

Once you bridge the physical barriers of your republic, you also footstep into a new world with endless potentials. As a hiring manager, you will have access to talents from all over the domain. This motivates publics into being well-organized and increases the level of professionalism. If you manage to fascinate the greatest towards your company, your international worth will upsurge. This also means recovering contracts, more commercial opportunities, and overall increased income.

#### **Superior Equipped Expatriates**

When a company wants to progress on an overseas marketplace, it will first send the greatest managers to commence the process. These people will be relocated and they will live in the targeted region for as long as required to get things going. However, many managers have to deal with language barriers that make the procedure more difficult.

By hiring individuals who are already talented in a second language and training them to become future managers, you will remove this issue. This leads to a smoother infiltration progression in foreign markets.

In the end, we can understand why multilingual publics are such a large deal these days. Even more, it's clear why big companies invest so much in having people prepared for globalization. Any developing corporations will definitely assistance from having a well-prepared, diverse squad who knows how to handle language and cultural barriers.

#### **V. CONCLUSION**

A website printed in English will interest more customers and increase the customer base making even inaccessible businesses in different countries more popular. Having well prescribed and written products and service descriptions in English will attract more customers and give your commercial some credibility. What is the purpose and functions of English for business is tried here to clear.

For others it refers to the communiqué skills used in the workstation, and focuses on the language and skills needed for characteristic business communication such as presentations, negotiations, meetings, slight talk, socializing, correspondence, notice, circular agenda, report writing, and a systematic approach.