

ENGLISH AS A KEY FACTOR FOR SUCCESS IN INTERNATIONAL ENTREPRENEURSHIP

АНГЛІЙСЬКА МОВА ЯК КЛЮЧОВИЙ ФАКТОР УСПІХУ В МІЖНАРОДНОМУ ПІДПРИЄМНИЦТВІ

Abstract. The role of the English language as a key factor for international entrepreneurship has been explored. Its importance for global communication, access to knowledge and business opportunities has been determined. Knowledge of English increases competitiveness, enables professional development and successful integration into the international business environment.

Keywords: English language, international entrepreneurship, global communication, professional development, competitiveness, business environment.

Анотація. Досліджено роль англійської мови як ключового фактора в міжнародному підприємстві. Визначено її важливість для глобальної комунікації, доступу до знань та бізнес-можливостей. Володіння англійською мовою підвищує конкурентоспроможність, сприяє професійному розвитку та успішній інтеграції у міжнародне бізнес-середовище.

Ключові слова: англійська мова, міжнародне підприємство, глобальна комунікація, професійний розвиток, конкурентоспроможність, бізнес-середовище.

In today's world, the English language has acquired the status of a global means of communication, which is confirmed by both its broad functional scope and quantitative indicators of distribution. According to the research of P. O. Seligey [1], the defining criteria of a "global language" include its worldwide presence, its use in international organizations, and a significant number of people who speak it as a second language. It is particularly noteworthy that the number of people who use English as a foreign language significantly exceeds the number of native speakers: there are three times as many users of English as a second language as there are native speakers. This indicates its unique status in the global linguistic landscape. At the same time, as the researcher notes, the criteria of a language's "internationality" largely coincide with the criteria of its communicative value, which emphasizes the leading role of English in the fields of science, business, and intercultural interaction. Thus, the English language is not only the most widespread means of international communication but also a key tool for integration into the global economic and professional environment. This is particularly significant in the field of international entrepreneurship, where effective communication is a determining factor for success. Proficiency in English enables entrepreneurs to establish partnerships, conduct negotiations, conclude international contracts, and attract foreign investment. Moreover, it provides access to global markets, modern business strategies, and innovative ideas, which significantly increases the entrepreneur's competitiveness. Therefore, knowledge of English becomes not just an additional advantage but a necessary condition for successful activity in the international business environment.

First of all, English competency provides access to international educational resources and professional development opportunities. Most modern business courses, trainings, scientific publications, analytical reports, and professional platforms operate in English, which gives entrepreneurs the opportunity to obtain up-to-date knowledge without limitations. Due to this, they can study the best practices of international companies, master new business models, management tools, and marketing strategies. In addition, knowledge of English enables participation in international online courses, webinars, and certification programs, which helps to improve one's skills and competitiveness in the global market. Thus, knowledge of English becomes an important factor for continuous professional development and successful integration into the international entrepreneurial environment.

Access to international business information, analytics, and research is another key factor for success in international entrepreneurship. Knowledge of English enables entrepreneurs to quickly obtain information on global markets, economic trends, new technologies, and competitors without language barriers. This creates opportunities to make well-informed strategic decisions, plan entry into new markets, and adapt business models to the demands of the global economy. Moreover, access to international research facilitates the implementation of innovations and the adoption of best practices, which significantly increases the efficiency of business activities.

English competency opens up wide opportunities for using international digital platforms and developing e-commerce on a global level. Most tools for online sales, business management, marketing, and communication operate in English, enabling entrepreneurs to conduct business effectively without language barriers. This contributes to the company's rapid integration into international markets, the search for new clients and partners, the automation of processes, and remote control of activities. As a result, English becomes a key tool for expanding e-commerce, increasing competitiveness, and developing international business in the digital environment.

Knowledge of English has not only communicative but also important psychological significance for international entrepreneurs. Research shows that incorporating English as part of entrepreneurial studying helps to overcome language and psychological barriers, including the fear of speaking English and a lack of confidence when communicating with foreign partners – factors that often hinder active participation in global business processes [2]. The development of spoken English skills enables future entrepreneurs to express their ideas more confidently, argue their positions, and participate in negotiations, thereby reducing internal pressure and anxiety in international interactions.

Moreover, the ability to clearly formulate questions, provide feedback, and resolve conflicts in English strengthens the sense of one's own competence in an international environment, allows entrepreneurs to feel like equal interlocutors, and reduces psychological discomfort in business contacts. English competency also enables entrepreneurs to conduct international negotiations independently, without an intermediary translator, which increases the efficiency of decision-making and gives the entrepreneur a sense of complete control over the communication process, and strengthens psychological confidence [3].

Knowledge of English also provides the ability to adapt to a foreign-language business environment. An entrepreneur who communicates fluently in English can more easily navigate the cultural and organizational characteristics of foreign markets, integrate more quickly into international teams, and interact effectively with partners of different nationalities. This directly creates a sense of equality in international business communication, as the entrepreneur feels like an equal interlocutor, able to participate in the negotiation process, discuss the terms of agreements, and make strategic decisions without the fear of being misunderstood [2]. Thus, knowledge of English serves not only as a communication tool but also as a psychological resource that builds confidence, reduces stress, and increases the effectiveness of international entrepreneurship.

Therefore, the English language, which can be described as a hypercentral language [1, p. 20], is a key factor for success in international entrepreneurship, as it provides access to global educational, analytical, and business resources, which contributes to the continuous professional

development of entrepreneurs. Knowledge of English enables effective communication with foreign partners, independent negotiation, integration into international teams, and adaptation to a foreign-language business environment. In addition, English competency increases psychological confidence, reduces stressful situations, creates a sense of equality in business communication, and helps to increase competitiveness in the global market.

Thus, the English language serves not only as a practical tool for business communication but also as an important resource for the professional and psychological development of an entrepreneur, making it an indispensable component of successful activity in today's international business environment.

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