

political process influence on Ukraine. These borrowings are: *summit*, *PR*, *public relation*, *speechwriter*, *killer*, *stinger*, *jet set*, *exit poll*, *green card*, etc.

Now Anglicisms are used in different semantic groups in information and publicistic texts.

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EXCELLENT KNOWLEDGE OF PROFESSIONAL ENGLISH AS A KEY TO SUCCESSFUL ENTERPRISE MANAGEMENT IN THE CONTEXT OF GLOBALIZATION

Complicated and controversial processes, defining the face of the modern world, are frequently called as globalization. The term derives from the Latin “globe”, meaning the sphere, i.e. the earth becomes the symbol of the mankind’s unity – cultural, valuable and technological. Nowadays a single information space is being created, where we live factually and where our descendants will live in future. One of the major factors, uniting and constituting this space, is the language, in particular, the English language.

The issues of management, business development and globalization of the economy have been researched by many young, as well as by well-known Ukrainian and foreign scientists for a long period of time. Among them O. Bilomistny, Y. Botagin, R. Bulyga, V. Vasilenko, V. Zyan'ko, V. Kolot, P. Krush, O. Kuz'min, A. Libman, O. Mel'nik, A. Chukhno and others.

This thesis is aimed at the analyzing and complex research of the interdependence of excellent knowledge of professional English and its usage in the successful enterprise management.

The phrase *'Think Global, Act Local'* was first used in the context of environmental challenges. If you wanted to achieve change and improvement, you couldn't wait for global legislation or global action. The best course of action was to drive change yourself.

But *'Think Global, Act Local'* has taken on much wider meaning and use in recent years. Most companies and supply chains need to serve a worldwide customer base. Companies, especially those trying to run lean supply chains, want to keep their operations as simple and standardized as possible - that way they can drive efficiencies and economies of scale. But that misses a key principle of lean: look at value from the customer's perspective. If you don't, you run the risk of having no customer, no brand and no market. Customers have local and specific tastes and preferences. The supply chain needs to act locally to understand and meet those needs.

The term is also used in business strategy, where multinational corporations are encouraged to build local roots. This is sometimes expressed by converging the words "global" and "local" into the single word "glocal," a term used by several companies (notably Sony Corporation and other major Japanese multinationals) in their advertising and branding strategies in the 1980s and 1990s. Glocalization refers to the practice of conducting business according to both local and global considerations.

In all cases it is vital to understand a customer needs. This information needs to be shared along the supply chain, passing local intelligence back into the global chain so that supply needs can be tailored to meet customer demand. Direct feedback from people on the ground remains the most valuable source. Supply chains run on information, but more importantly they run on

people. People are genuinely the greatest asset because they are the greatest repository of knowledge and insight. People hold the key to the network's future success.

Attention to culture in the international business environment is critical to the entry and sustainability of organizations, multinational enterprises, in the global marketplace. Virtually every structure, function, and operation of any successful international business is influenced by its own home culture and the culture of its host country, e.g., strategic formulation, organizational design, human resource management, leadership, marketing, accounting, mergers and alliances, and the management of its supply chain.

Learning to understand and accommodate cultural differences when working with international suppliers is critical to the success of the business relationship.

While beyond the scope of this paper, correlates of culture include both language and religion. Suffice it to say that even though one might "learn" to speak a language, it is important to know that the syntactical structure of a language effects behavior, e.g. Ukrainians learning English not only have to learn the language, they have to learn to be patient as the point of a conversation in English comes at the beginning of the conversation. Just as learning a language and its syntactical uniqueness can increase the likelihood of establishing successful international relationships, familiarity with nonverbal cues is also important. According to Collett, people who know the nonverbal cues of another culture are better accepted. Additionally, familiarity with the religious practices in a country and the key values and norms they reflect serve to prepare organizations for engagement in a foreign culture and enhance the probability of developing successful relationships.

Therefore, we can conclude that only knowledge of a foreign language is not enough today, a modern businessman should possess the whole complex of cultural, valuable and professional skills in order to be successful.

It is necessary to be mentioned that mastering the courses of English under globalization leads to receiving the highest professional qualification. Moreover, modern researches write about globalization's phenomenon – i.e. in order to have an American or Western European level of incomes, it is not

obligatory to live in those countries. Modern information technologies enable to work for the leading world companies living in any point of the earth. This means that due to the Internet one can “go to work” in a New York or London office not leaving his own house.

Conclusions. Integration into the European educational space has lately become a major priority of the Ukrainian university educational system. A widely-renowned experience in the sphere of international relations enabled KNEU to become a prominent university in the country in terms of the implementation of the requirements and standards of Bologna system, aimed at the creation of a single European educational space. A foreign language is just the one of the obligatory components of the modern educational process. The language always serves for something – in our case, it serves for the intensification of the scientific and technological cooperation and the dialogue with foreign colleagues, for the access to the latest innovations and successful enterprise management in the context of globalization.

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