

INTERNATIONAL BUSINESS-ETIQUETTE (МІЖНАРОДНИЙ БІЗНЕС-ЕТИКЕТ)

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У доповіді розглянуто визначення та основні правила бізнес-етикету, а також особливості ведення бізнесу в Україні та арабських і східних країнах.

Business etiquette is about building relationships with other people. Etiquette is not about rules & regulations but is about providing basic social comfort and creating an environment where others feel comfortable and secure, this is possible through better communication.

Social media communication platforms (i.e. Facebook, LinkedIn) are evolving rapidly day by day, as the concept of social media etiquette becomes a crucial part of business. Business etiquette consists of two things. Firstly, thoughtful consideration of the interests and feelings of others and secondly, being able to minimise misunderstandings. These are influenced by individual behaviour & demeanour. Business etiquette instructs this behaviour.

Business etiquette differs from region to region and from country to country. This creates a complex situation for people as it is hard to balance the focus on both international business etiquette and other business activities at the same time. Therefore, a wise step is to focus on some key pillars of business etiquette.

Whether in business or between individuals, one concern is brand awareness. Individuals want to be noticed both socially and professionally. People want to be remembered by others.

However, in the digital landscape you have to be very careful when trying to pursue your brand awareness. Think carefully before doing. What we mean by this is that before creating a hashtag, posting on a Facebook wall or texting – think how the other person will feel when they receive your message.

It should be mentioned that Ukrainian culture can seem fatalistic at times and people may not seem friendly at first. Once your Ukrainian colleagues get to know you, they will be warm and hospitable. By demonstrating proficiency in Ukrainian business etiquette, you will impress your colleagues and demonstrate your aptitude in the business world.