

допомагає адаптуватися до постійно змінюваних умов сучасного світу, що робить знання мов важливим активом у будь-якій професійній сфері.

В сучасних умовах глобалізації, коли міжкультурний обмін та міжнародні зв'язки посилюються, вивчення іноземних мов стає інструментом не тільки комунікації, але й пізнання світу, особистого розвитку та успішної інтеграції в суспільство. Людина, яка володіє кількома мовами, отримує ширший доступ до інформації, нових можливостей і культурних скарбів світу.

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### **SUPPORT FOR MULTILINGUAL STAFF AS A COMPETITIVE ADVANTAGE THROUGH THE INTRODUCTION OF LANGUAGE POLICIES BY COMPANIES**

The popularization of telecommuting (remote work) in companies' workspaces has led to intercultural cooperation, which has led to the emergence of multilingualism among staff. This transformation of employee interaction has led to the introduction of company language policies.

The creation of language rules has become very important for businesses from different countries and local businesses. Sentence: Because of this, it's easier for companies to manage teams from various cultures when they work together online, which helps people talk to each other more.

Since remote work has made it possible to attract employees from different countries, it has increased the organization's flexibility and expanded access to intercultural talent. As a result, the knowledge of several languages among the participants in the workspace helped to avoid cultural barriers and ensure effective communication between teams. In this way, workers will become better employees, and companies will become more substantial around the world.

By adopting appropriate language policies, companies can adapt to a globalized work environment, become more attractive to employees, and increase engagement and productivity.

The best example of engaging employees in interculturalism is Airbnb, a platform for posting and searching for short-term private housing rentals. Airbnb, which serves customers in more than 220 countries, has a program to support multilingual staff. The company has organized remote language courses that allow employees to improve their knowledge of various languages required to communicate with customers from around the world. As a result, the company signed the largest contract in the language industry - a new translation mechanism was introduced, allowing not only the translation of text but also localization.

Multilingualism is a major competitive advantage for companies in the international marketplace. Multilingual teams can collaborate better globally and contribute to more efficient project execution. Rapid adaptation to the cultural and linguistic peculiarities of different regions of the world not only improves interaction between cultural actors but also increases access to customers and partners. The ability to provide services in the native language increases the trusted business and enhances its image and reputation as an inclusive and customer-oriented organization.

With the development of the latest technologies, artificial intelligence is becoming a revolutionary tool for automatic and synchronous interpretation of interlocutor speech, allowing multilingual teams to communicate directly in real time, minimizing language barriers.

Companies are beginning to recognize the importance of a personalized approach to language training. In the future, more and more companies will invest in programs that consider employees' individual needs by offering adaptive courses based on particular language skills.