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INTERCULTURAL STUDIES AS AN INSTRUMENT OF ECONOMIC INTEGRATION AND GLOBAL BUSINESS COMMUNICATION

Globalization, informatization of society, and socio-economic transformations are driving forces behind these processes. The internationalization of business requires professionals to navigate not just linguistic differences but also cultural and economic contexts. Intercultural communication becomes a strategic resource that enhances market entry, consumer loyalty, and corporate reputation in the global economic environment. The article is dedicated to the **economic and linguocultural aspects of intercultural communication** in the context of globalization. In today interconnected world, the rapid growth of international trade, investment, and cross-border business partnerships has significantly amplified the importance of the interplay between language, culture, and economics. Effective communication across cultures is increasingly viewed as a form of *economic capital*, shaping transaction efficiency, reducing information asymmetries, and influencing the success of international business negotiations.

This study highlights contemporary linguistic innovations in English and Ukrainian that have emerged as a result of dialogue between these two cultures and economies. Many of these neologisms function as *hybrid economic terms* or telescope words, combining linguistic elements in a way

that reflects the interdependence of global markets. They demonstrate how communication operates not merely as a cultural phenomenon but also as a driver of economic integration and competitiveness.

The discussion emphasizes the idea of **linguoculturology as a factor in economic development**: the study of how cultural codes and language norms affect international business communication, decision-making, and strategic cooperation. The increasing frequency of contacts between different national and ethnic groups has not only enriched global business practices but also produced new communication models, lowering transaction costs and facilitating *value creation* across borders [1, p. 25].

An important analytical component is the concept of **time perception in economic behavior**. While time is objectively constant, its cultural perception influences productivity, contract enforcement, and organizational efficiency. For instance, in the United States a predominantly *monochronic economy* punctuality and strict scheduling are considered signals of reliability and competitiveness. In contrast, *polychronic cultures* (Latin America, the Arab world, sub-Saharan Africa) prioritize relationships over deadlines, which can generate misunderstandings in business interactions but also foster long-term trust networks.

In the Ukrainian business context, punctuality and organizational clarity are highly valued, especially among professionals in finance, management, and international trade. However, elements of flexible time management are also observed, reflecting the need to adapt to diverse global partners [2, p. 144]. Such nuances directly influence risk management, negotiation styles, and the ability to establish sustainable economic partnerships. The necessity of **intercultural competence as economic competence** is becoming increasingly pronounced in higher education. Modern students, particularly those preparing for careers in international economics, business management, or trade diplomacy, must not only master foreign languages but also acquire skills in cross-cultural negotiation, strategic communication, and global market adaptation [3, p. 386]. Teaching foreign languages is thus shifting toward practical application in business contexts, with a focus on how communication impacts decision-making, competitive advantage, and institutional trust. Linguistic stereotypes, although conservative in nature, also play a significant role in economics. They serve as *behavioral heuristics*, reducing uncertainty in transactions, shaping consumer expectations, and guiding strategic choices in cross-cultural management. Awareness of these cultural markers enhances the efficiency of business communication and lowers the risks associated with international operations. Ultimately, intercultural communication is not just about exchanging messages but about managing cultural and economic interaction in a way that fosters In this

sense, culture becomes an essential component of economic growth, and language acts as both a medium of communication and a mechanism of shaping economic behavior and competitiveness in the global arena.

Intercultural communication involves taking into account multiple variables: from the type of context to temporal representations and sociocultural codes [4, p. 454]. Universalization of communication models without taking into account cultural topos is methodologically incorrect. Instead, it is necessary to take into account the polyphonic plurality of contexts, social roles, types of mentalities and historical trajectories. Ukrainian culture, as an example of a peripheral space with a multi-vector identity, is of particular interest for further interdisciplinary studies in communicative philosophy, linguoculturology and social anthropology. Culturally conditioned perception of time is a fundamental element of intercultural communication, mediating both verbal and non-verbal aspects of interaction. Time not only structures the communicative space, but also fixes value systems, power relations and identity practices. The study of monochronic and polychronic representations of time allows us to better understand the dynamics of interpersonal and intercultural interaction, as well as to develop more adaptive models of global dialogue that take into account the cultural plurality of temporal regimes. The text is presented with the appropriate terminological complexity, syntactic structure, and conceptual depth inherent in academic publications in the humanities.

References

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