

Original Paper

The Role of Business English in International Marketing

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Abstract

The purpose of this paper is to explore the role and significance of Business English in the field of international marketing, and how to improve the role of Business English in international marketing and countermeasures, investigating how effective communication in Business English can contribute to a successful international marketing strategy. This paper examines the importance, role, language proficiency, cultural sensitivity and effective communication of Business English in building strong relationships with international customers and stakeholders. By analyzing the current research on business English, this paper reveals the importance of business English in international marketing efforts.

Keywords

Business English, International Marketing

1. The Current Situation of Business English Application in International Marketing

With the continuous development of economic globalization, the links between countries around the world are getting closer and closer, and enterprises in various countries also need to explore the international market through various ways. In international marketing, how to effectively apply business English to marketing activities has become an urgent problem for many enterprises. From the current situation, there are still many problems in the application of business English in international marketing, which are mainly manifested in the following aspects.

1.1 Lack of Professional Business English Speakers

In the context of economic globalization, economic and trade exchanges between countries around the world are becoming more and more frequent, and enterprises that want to gain a competitive advantage in the international market need to continuously improve their comprehensive strength. From the current situation, many enterprises in the development of international marketing activities have not formed a complete system, did not establish a set of scientific and reasonable marketing strategy. At the same time, many enterprises do not pay attention to the training of business English talents when carrying out international marketing activities. Therefore, China's enterprises in the international marketing activities

are often due to the lack of professional business English talent and lead to international marketing activities can not be carried out smoothly.

For example, many enterprises use a simple and direct way to publicize and promote their international marketing activities, and they simply do not formulate the corresponding business English application standards according to the cultural and customary differences between different countries. In addition, the lack of effective business English application standards often leads to various problems when enterprises carry out international marketing activities.

1.2 Lack of Proper, Scientific and Effective Marketing Strategies

In international marketing, many enterprises will formulate corresponding marketing strategies according to their own development situation. However, at present, many enterprises in China tend to focus only on the publicity and promotion of products and services in international marketing activities, without paying attention to in-depth analysis of the target market and target consumers. In this case, enterprises often fail to achieve the expected goals due to the lack of correct, scientific and effective standards of business English application.

In the context of economic globalization, many enterprises need to continuously improve their comprehensive strength in international marketing to achieve better and faster development of the enterprise itself, so as to occupy a favorable position in the fierce international competition. In order to improve the comprehensive strength of enterprises in international marketing, it is necessary to continuously improve the degree of attention to the training of business English talents. However, at present, many enterprises tend to focus only on the training of professional knowledge and skills in business English when they carry out the training of business English talents, and pay insufficient attention to how to carry out the application standards of business English, which leads to a lot of problems when many enterprises carry out the training of business English talents.

1.3 Lack of Scientific and Reasonable Business English Training Mechanism

As a result, many enterprises in China often have problems such as lack of pertinence of training content, lack of diversity of training mode and lack of sustainability of training effect when carrying out business English training. In addition, due to the lack of scientific and reasonable business English training mechanism, many enterprises often have problems such as insufficiently comprehensive professional knowledge and skills, and insufficiently strong practical ability when carrying out the training of business English talents.

2. The Importance of Business English in International Marketing

In this section, we will review prior research and development work related to the aspects of rural service apps and mobile applications of interest to older adults. We will first present the current state of development of rural service apps and then focus on the design and practice of mobile apps exclusive to older adults.

3. The Role of Business English in International Marketing

3.1 Good Cooperative Communication

Through Business English, companies can communicate with international customers, partners and suppliers and establish good cooperative relationships.

3.2 Marketing Promotion

The use of standardized business English can help companies to promote their products and marketing activities in the international market, attracting more customers and potential partners.

3.3 Negotiation and Cooperation

Business English plays an important role in international marketing, especially in the process of negotiation and cooperation.

Those who are proficient in business English can better negotiate with international customers, reach cooperation agreements, and promote the development and expansion of business.

3.4 Brand Building

Business English in international marketing helps companies build and shape their brand image.

By using professional Business English, companies can demonstrate professionalism, credibility and quality, and enhance brand awareness and reputation in the international market.

3.5 Cultural Awareness and Market Insight

By learning Business English, individuals and organizations are able to better understand the business culture and market needs of different countries and regions.

Business English training also helps to improve an individual's insight into the international marketplace and helps companies develop more effective marketing strategies.

4. The Role of Business English in Cross-Cultural Communication in International Marketing

Business English plays a crucial role in cross-cultural communication by helping to facilitate effective communication, build trust, avoid misunderstandings and enhance business relationships. The following are some of the key roles of Business English in cross-cultural communication:

4.1 Promoting Effective Communication

Business English, as an internationally recognized language, facilitates accurate and clear communication between people from different cultures.

Through the use of Business English, language barriers can be eliminated and accurate communication of information can be facilitated to ensure the smooth running of business activities.

4.2 Building Trust and Cooperation

In a cross-cultural environment, using Business English to express respect and trust in the other party helps to build positive business relationships.

Through the use of appropriate business English etiquette, one can demonstrate respect for the other's culture and promote the establishment and development of cooperative relationships.

4.3 Avoid Misunderstanding and Conflict

The accuracy and standardization of business English helps to avoid misunderstandings and conflicts caused by poor language communication.

The use of business English can reduce ambiguity in information transmission, lower the risk of misunderstanding in cross-cultural communication, and ensure the smooth progress of business activities.

4.4 Enhance Cultural Awareness and Sensitivity

By learning Business English, individuals are better able to understand and respect the business practices and values of different cultures.

Business English training also helps to increase an individual's cultural sensitivity, making him/her more able to adapt and integrate into cross-cultural business environments.

4.5 Promoting International Business Development

Business English, as one of the main languages of international business communication, is crucial for companies to develop international markets and expand their business scope.

Those who are proficient in business English are more likely to communicate with international partners and clients and promote international business cooperation and development.

5. How to Improve the Role of Business English in International Marketing

In the context of economic globalization, business English has gradually become a very important part of international trade, and enterprises can better serve international marketing only by cultivating excellent business English talents. In order to improve the role of business English in international marketing, enterprises should strengthen the training of business English talents. Firstly, they should strengthen the cross-cultural awareness training of business English talents, set up correct language and culture concepts, and cultivate excellent composite talents; secondly, they should strengthen the professional skills training and cultivate composite talents; finally, they should strengthen the cross-cultural communication ability training and improve the level of cross-cultural communication. Enterprises should provide employees with learning and communication opportunities to improve their cross-cultural communication level and language expression ability. At the same time, enterprises should carry out a variety of activities to improve the enthusiasm of employees to learn business English knowledge.

5.1 Strengthening Professional Skills Training and Cultivating Compound Talents

With the development of globalization, business English has become an indispensable part of international marketing, and the mastery of professional skills and good cross-cultural communication skills are the necessary qualities of international marketing talents. To become a qualified business English talent, you need to master professional knowledge, language skills, cultural quality and other aspects, only with these qualities to better engage in international marketing work. In the process of learning business English, students need to strengthen the study of business English-related professional knowledge, and master solid basic knowledge in order to skillfully apply business English in practical

work. In addition, the cultivation of business English talents can not be limited to the teacher's instruction, but students' self-study is also very important. In colleges and universities, students' learning and understanding of business English professional knowledge can be strengthened by offering business English courses and inviting business executives to give lectures in schools. Students should also actively participate in various practical activities in the learning process to improve their practical ability. This can not only improve students' professional skills, but also help them better master business English knowledge.

5.2 Strengthen the Cultivation of Cross-cultural Communication Ability and Improve the Level of Cross-cultural Communication

With the development of economic globalization, cross-cultural communication has become a trend, we should always pay attention to the cultivation of cross-cultural communication skills in international marketing, only with the ability in this area, we can communicate with each other in a normal way, avoiding unnecessary disputes due to language and cultural differences. First of all, it is necessary to strengthen the understanding of the differences between Chinese and Western cultures, and understand the thinking and behavioral habits of people in Western countries by comparing the differences between Chinese and Western cultures. Secondly, it is necessary to strengthen the understanding of the differences between Chinese and Western languages, cultures and religions. Only by fully recognizing the importance of the cultivation of cross-cultural communication ability, we can really improve our cross-cultural communication ability. Many enterprises in China lack cross-cultural communicative competence in international marketing, which is mainly manifested in the following: they do not know how to respect the customs and manners of the other party during the negotiation; they can not understand the meaning expressed by the other party correctly; and they can not accurately use business English to express their own ideas. Therefore, enterprises should continuously improve their intercultural communication skills.

6. Countermeasures to Effectively Play the Role of Business English in International Marketing

In this section, we will describe in detail the system design and implementation scheme of the mobile application for the rural elderly and other special groups. We will focus on the core functional modules of the application and the technical support it relies on.

In order to effectively play the role of business English in international marketing, we can take the following countermeasures: firstly, enterprises should increase the publicity of business English, and cultivate and improve the staff's understanding of business English. Secondly, enterprises should strengthen the introduction and training of business English talents to improve the English level and comprehensive quality of employees.

Thirdly, enterprises should apply business English to actual work, and improve employees' mastery of business English through effective practice. Finally, enterprises should strengthen the exchange and communication with foreign customers and apply business English to actual work. On the basis of

strengthening the training and practical activities for employees, enterprises should also actively use network information technology to improve the internal office system, and make full use of network technology to realize the internal communication and exchange, so as to improve the effect of business English in international marketing.

7. Conclusion

The rapid development of China's economy makes the trade exchanges between countries around the world more and more frequent, in the international trade exchanges, the role of business English can not be ignored, which can not only help enterprises to develop foreign markets, but also promote the enterprises and international integration, and then promote the development of China's international trade. Therefore, if enterprises want to get a place in the international market competition, they must pay attention to the application of business English in international marketing and strengthen the training of business English talents to meet the needs of enterprise development.

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