

Remember, perception plays a vital role in good communication. Communication may only be beneficial when a message the business sending is the same as the one received by its customers. If customers misinterpret the message, it can have detrimental effects on the companies' sales.

When the internal forces of a business are working towards delivering the same message to vendors, suppliers and customers, good communication leads to a boost in sales for the business. Essentially, good communication creates a winning situation. The customers who can benefit from the company receive the messages they need to make them aware of the company and to make a purchase, which in its turn boosts the sales of the company.

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COMMUNICATION IN THE BUSINESS SPHERE

It is not common to hear about communication breakdowns in businesses. Communication methods can lead to success or failure of any business. But have you ever wondered how this is possible? How is it that communication methods were able to modify the outcome of business results? Of course in the role of the right organization our speech is vital. And science speech must be precise. Different proverbs and quotations can help us to beautify our speech. *«English is not merely the medium of our thought; It is the very stuff and process of it».* *«Every English poet should master the rules of grammar before he attempts to bend or break them»* (Robert Graves).

Business industries depend heavily on major management functions like planning, organizing, leading and controlling. These kinds of functions require the managers to practice expert communication methods. Thus, to achieve all these steps of managerial functions, managed and proper communication process flows along with details to be established.

With the help of proper communication, managers can complete their responsibilities associated with the job. For example, when planning is done for a project, it is important that the manager gets to know all the pre-requisites and necessary information required for it. *«If you do not thinking about the future, you cannot have one».* (Galsworthy)

Once planning is done, the manager should communicate it to the team members to ensure that everyone understand how to proceed with the job. Thus, this kind of two way communication acts as a fundamental asset in organizations. In the same way, the organization and delegation of jobs also need effective communication routines to be set-up to achieve team goals.

Communication also forms the fundamental part of leading and controlling with the later more focused on written communication methods. The phrase that com-

munication is the blood of an organization holds true in all forms and thus can be stated that for any organization to be successful, it is mandatory to establish proper communication methods. «*Success is not in what you have, but who you are...*» (Bo Bennett); «*Success doesn't come to you... you go to it*» (Marva Collins).

Communication helps in promoting motivation in a group or team within an organization. When details about a task and the methods involved for execution they are detailed to the team members and it will help them carry out the work in an effective manner. Moreover, when confidence in work increases the motivation factor also increases. Motivated employees tend to be more productive in any organization.

When members of a team are well-informed about thoughts and processes of a team, they tend to develop a higher confidence level. The increased confidence level will move them to the comfort zone and will also alter their attitudes on a positive note. Moulding employee attitudes will ensure that they provide their best to the organization. This kind of moulding can be brought in by using all kind of effective communication forms like meetings, journals, discussions, etc.

Communication acts as a major decision-making factor in many organizational policies. Without the complete information or knowledge there is no point in making decisions. Such decisions always fail and hence communication methods act as a source of credible information to make strategic decisions. The information collected will help identify the problem, its resolution and alternative action courses. «*It doesn't matter how slowly you go so long as you don't stop*» (Confucius); «*Every solution breeds new problems*» (Murphy's Law).

Communication is also required to establish discipline and control in an organization. Hierarchies, principles and guidelines of an organization must be communicated to employees so as to make sure that they all adhere to the process and policies. «*Silence propagates itself, and the longer talk has been suspended, the more difficult it is to find anything to say*» (Samuel Johnson).

It is also mandatory that employees are communicated in the form of contact in case of grievances. These kinds of communications are required to establish a controlled environment in an organization. Also work delegation and responsibility sharing needs to be orally communicated first and then documented as a reference for future use. «*The absent are always in the wrong*». «*Those who cannot change their minds cannot change anything*».

As a final note, man enquires communicating as the basic essence of survival. It is impossible for an individual to survive in the business industry without proper communication. Thus communication also leads to socializing nature in the members of a team. Socializing between team members will increase team interactions and boost productivity. «*A lie begets a lie*». «*Wisdom is knowing how little we know*» (Oscar Wilde). «*To be conscious that you are ignorant is a great step to knowing*» (Benjamin Disraeli).

To sum up, communication helps in all the functions of a business industry, planning, organizing, leading and controlling. The managerial efficiency depends on the communication efficiency of the manager and team members. It is the duty of the organization and its management to figure out possible barriers that might exist in the

communication structure and rectify them to establish an effective communication network. «*A dream becomes goal when action is taken toward its achievement*» (Bo Bennett). «*He that is of opinion money will do everything may will be suspected of doing everything for money*» (Benjamin Franklin).

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BASIC PRINCIPLES AND ELEMENTS OF BUSINESS NEGOTIATIONS

At the beginning of the twenty-first century, technological advances in communication, travel, and transportation have made business increasingly global. This trend is expected to continue in the foreseeable future. As international business relations grow, so does the frequency of business negotiations among people from different countries and cultures. Experts estimate that over fifty percent of an international manager's time is spent negotiating. Since international negotiations play a more and more important role in today's business relations, a general understanding of negotiation is a must to begin with.

Concept of Negotiation

Negotiation is a basic human activity that most people do at some point every day, to sort out differences with other people, or to get what they want. As a matter of fact, negotiation plays an important role in our daily life.

A modern definition of negotiation is two or more parties with common and conflicting interests who enter into a process of interaction with the goal of reaching an agreement (preferably of mutual benefit). Negotiation is a decision-making process that provides opportunities for the parties to exchange commitments or promises through which they will resolve their disagreements and reach a settlement. In brief, a negotiation is two or more parties striving to agree when their objectives do not coincide.

This definition indicates that negotiations take place within the context of the four Cs: common interest, conflicting interest, compromise, and criteria. Common interest considers the fact that each party in the negotiation shares, has, or wants something that the other party has or does. Without a common goal, there would be no need for negotiation. Conflict occurs when people have separate but conflicting interests. For example, in international business negotiations, conflicting interests could include payment, distribution, profits, contractual responsibilities, and quality. Compromise involves resolving areas of disagreement. Although a win-win negotiated settlement would be best for both parties, the parties cannot avoid making compromises during negotiation. The criteria include the conditions under which the negotiations take place.