

INTER-CULTURAL INTERACTION IN THE ECONOMIC RELATIONS

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The rapid process of globalization in the world is particularly clearly manifested in the economy and is associated with the formation of a multi-ethnic labor market, and the internationalization of business. As a result, the desire of acting on global markets of enterprises is intensified to form the intercultural communicative and operational competence of executives and employees who must be able to establish contacts and build trust relationships with business partners of different cultures, employees and clients. Knowledge about culture is necessary to minimize the costs of international economic cooperation, as well as to consciously create the effect of synergy in the activities of multicultural working teams. In this regard, scientists and practitioners faced the challenge of intensifying studies of intercultural interactions in the field of economic relations.

The complexity and interdisciplinary nature of the research of intercultural interactions in the economy demanded a recourse to a wide range of philosophical, cultural, psychological, sociological, ethnological and other works, which study as general philosophical and cultural-anthropological problems concerning the processes of transformation of knowledge about culture, as well as organizational theory and management.

The most important prerequisite for the study of intercultural interactions in the economy was the work on intercultural communication of foreign scholars: M. Bennett, C. Girz, V. Gudikunst, which stimulated the appearance and number of domestic works, considering this type of communication from the axiological, cultural and anthropological, psychological and social points of view: A. Verhovskaya, L. I. Grishaeva, D. B. Gudkov, V. G. Zinchenko, A. A. Leontovich, V. D. Popkov.

An analysis of the works of domestic and foreign authors suggests that the phenomenon of intercultural interactions is currently the subject of consideration of various disciplines that have created a theoretical basis for addressing the problems of intercultural contacts in the field of economic relations. At the same time, the review of available literature on this issue showed that at present, there is no systematic cultural and philosophical analysis of these studies as a sociocultural phenomenon, trends in their further development. In addition, theoretical and methodological foundations of research data are not comprehensively understood. Hence, there is a need to fill this omission.

Problems related to intercultural issues are diverse and arise in various areas of management (general communication and negotiations, staff utilization, decision-making, marketing, etc.), as well as at different institutional levels. The term "intercultural management" refers to a set of coordinated activities that are necessary for organizations and their members to achieve their goals and effectively carry out actions in the international and intercultural contexts. Objects of research in

intercultural management include organizations that have a predominantly utilitarian character and differ in relatively large target rationality, as well as their members. The subject of the study is intercultural interaction in the economy, aimed at analyzing the interpersonal interactions of managers working in a non-cultural environment or in multicultural groups [1].

The latest trend in the study of intercultural interactions in the economy is an attempt to supplement the quantitative methods of qualitative research and to change the theoretical approaches to the concept of culture.

Studies of intercultural interactions in the economy used for intercultural training of managers and preparation for work in international conditions use the notion of culture, which is a closed coherent system existing on the basis of common values and unconscious attitudes learned in childhood and for a long-time influencing perception, thinking and the action of carriers of this culture. For the study of intercultural interactions in the economy in the context of organizations with multicultural staff is characterized by an appeal to the open symbolic notion of culture [2].

Differences in languages, national cuisine, clothing, the norm of social behavior, attitude to the work performed often make contacts with representatives of other cultures difficult and even impossible. But these are only private issues of cross-cultural contacts. The main reasons for their failures lie beyond the obvious differences. These problems consist of differences in attitude, that is, in a different relation to the world and to other people.

The main obstacle to the successful resolution of this problem lies in the fact that everyone perceives other cultures through the prism of their culture, therefore, observations and conclusions are limited in its scope. Great difficulty is the meaning of words, deeds, actions that are not characteristic of ourselves. Our ethnocentrism not only interferes with intercultural communication, but it is also difficult to recognize, since this is an unconscious process. Hence the conclusion is that effective intercultural communication cannot arise on its own, it needs to be purposefully studied.

References

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