

PART-17

Washington University in St. Louis
Danforth Campus



Central Eurasian Studies Society

INTERNATIONAL SCIENTIFIC-ONLINE

CONFERENCE
ON INNOVATION IN THE
MODERN EDUCATION SYSTEM

WASHINGTON

2022



Central Eurasian Studies Society



**INNOVATION IN THE MODERN
EDUCATION SYSTEM**

Part 17

APRIL 2022

COLLECTIONS OF SCIENTIFIC WORKS

Washington, USA
25th APRIL 2022

INNOVATION IN THE MODERN EDUCATION SYSTEM: a collection scientific works of the International scientific conference (25th April, 2022) – Washington, USA: "CESS", 2022. Part 17 – 611 p.

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Languages of publication: русский, english, казахша, o'zbek, limba română,
кыргыз тили, Հայերեն

The collection consists of scientific research of scientists, graduate students and students who took part in the International Scientific online conference "**INNOVATION IN THE MODERN EDUCATION SYSTEM**". Which took place in Washington on APRIL 25, 2022.

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**THE ROLE OF COMMUNICATION COMPETENCES IN THE DEVELOPMENT OF
FOREIGN ECONOMIC ACTIVITIES**

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Annotation: *This article presents statistical data on the country's foreign economic relations, the use of communications in the system of relations, the specifics of communications in the activities of enterprises, and foreign economic activity.*

Key words: *Foreign economic activity, communications, international business relations, ICT, corporate image, turnover, GDP.*

What led to the emergence of foreign economic relations? Until the 18th century, scientists explained the answer by the uneven distribution of the gifts of nature between different countries and peoples. The reasoning was simple: if one country had a marble mine and another a gold mine, those countries would have to trade with each other and exchange marble for gold so that their kings could sit in a marble palace with a golden crown.

Effective communication between international business partners is critical to global success. National and organizational-cultural differences in international business relations create barriers to effective communication and reduce efficiency. To help managers understand this issue, a communication effectiveness model for developing international relations was developed based on industry case studies, theory, and a dataset of 123 qualitative interviews with managers in the US, Canada, China, and Japan.

In addition, a six-step management effort management process is provided to help managers develop more effective communications. By actively managing its relationships, a firm can develop strong international business relationships that help it respond quickly to market opportunities and challenges.

As a result of the development of ICT, the structure of industrialization, international competition and the global supply chain have changed. Prior

to 1980, countries were industrializing through the complete creation of an entire industry in one area or another, and on this basis carried out international trade. However, after 1980, production processes were divided into several parts around the world due to the openness of knowledge.

Now it is enough to create several stages of production and join the global supply chain for the industrialization of the economy. As a result, industrialization became easier and less important. In turn, foreign trade barriers have also lost some of their significance.

Communication activities should be based on the company's communication strategy, in other words, the strategy for creating, developing, maintaining a corporate brand, which, in turn, is derived from the company's development strategy in general and reputation development in particular.

Company communications management is a kind of systemic activity of a corporation, a product of the Anglo-Saxon market model with many small shareholders who are extremely sensitive to public opinion. When does the need for communication management arise? When the process of developing a corporate image and reputation requires systematic work.⁴⁹

There is world practice confirming that the management reputation, as an important direction in the formation of intangible assets, determines the capitalization of the company. According to experts, corporate reputation is capitalized all over the world and becomes one of the key factors in the value of a company, its financial performance, stability and development stability, a competitive advantage, and corporate reputation management is moving from the area of responsibility of the department responsible for public relations to the area of direct management, as head of the company.

Effective communication techniques and skills. Basic principles of effective communication:

- a clearly defined goal;
- tracking feedback during the dialogue;
- clear expression of one's thoughts;
- ability to identify priority values;
- ability to communicate in a language accessible to the interlocutor.

Effective communication differs from manipulation in that active interaction takes place on equal positions. Respect for the interlocutor is

⁴⁹ https://elar.urfu.ru/bitstream/10995/53029/3/978-5-7996-2129-2_2017.pdf

expected. Indeed, due to the fact that it is difficult for people to clearly articulate their thoughts, many problems and conflicts are born.

Properly constructed communication is the main means of achieving goals. And it does not matter between whom the interaction takes place: between a subordinate and a boss or a buyer and a seller. The main thing is that the participants take into account the interests of each other and strive to fully satisfy each other's needs.⁵⁰

Communication is the exchange of information between people. Everything leaders do requires effective communication. Good communication ensures success. Polls show that 73% of American, 85% of Japanese and 63% of British leaders consider communication to be the main obstacle to achieving their goals. According to another survey, 250,000 employees from 2,000 different companies say communication in business is one of the most difficult issues.

➤ In general, every manager spends 50 to 90% of his time on communication. Thus, it can be argued that the effectiveness of the manager's activities depends primarily on the effectiveness of communication, i.e.:

- Ability to communicate with people one on one;
- Ability to talk on the phone;
- Ability to write and read official documents;
- Meeting attendance culture depends on etc.⁵¹

Foreign economic relations are economic relations between different countries for economic benefits. These relationships take the following forms:

- international trade;
- industrial cooperation;
- capital migration;
- labor migration;
- mutual settlements and settlement and currency transactions, etc.

In recent years, the entry of our country into the Eurasian Economic Union (EAEU), first as an observer and then as a member, has been widely discussed. Suffering from the negative effects of protectionist policies, it is seen for us as a factor in raising the standard of living in the future.

In this regard, a significant intensification of cooperation between Uzbekistan and the OSCE, including its observer status in the organization,

⁵⁰ <https://psihologiyaotnoshenij.com/novosti/effektivnaya-kommunikaciya-priemy-i-navyki-osnovnye-principy-effektivnogo-obshcheniya>

⁵¹ <https://uz.denemetr.com/docs/768/index-75771-1.html?page=13>

fully meets the national interests of our country and serves to implement priorities and priorities in the socio-economic sphere.

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