

Solutions to the problems of Intra-African Trade

- Strong and lasting political resolve to remove barriers to Intra-African Trade and implementation of Agreed Reforms at the national and regional level and make use of the Multilateral Trading system to support Intra-African Trade and to increase investment in Trade-Related infrastructure.

- Eliminate barriers on cross-border movement of people and create an environment conducive to facilitate the participation of migrants, in particular, those in the development of their own countries.

- Address trade facilitation constraints by reducing all unnecessary roadblocks and harmonizing and simplifying customs, transit procedures, documentation and regulations. Also, improving payment system by facilitating cross-border payments and address currency constraints.

Conclusion

Intra-African Trade is more diversified than trade with the rest of the world. Expanding Intra-African Trade could yield significant benefits to African countries in terms of diversifying their production to non-traditional products especially manufacturers.

Trade facilitation key in deepening African's market integration and mobilizing diaspora resources.

Viktoriiia Protsyk

West Ukrainian National University
Ternopil

CULTURAL BARRIERS IN INTERNATIONAL BUSINESS NEGOTIATION

A Business Negotiation is a process between two or more parties (each with its own aims, needs, and viewpoints) seeking to discover common ground and reach an agreement to settle a matter of mutual concern, resolve a conflict and exchange value. In business, negotiation skills are important in both informal day-to-day interactions and formal transactions such as negotiating conditions of sale, lease, service delivery, and other legal contracts.

Cultures and negotiations are interlinked and can supplement and limit each other. Culture is always present in international business negotiations and can include a variety of cultural factors. David Matsumoto describes culture as: «... the set of attitudes, values, beliefs, and behaviours shared by a group of people, but different for each individual, communicated from one generation to the next.»

Cultural barriers are challenges to cross-cultural communication within an organization. When people from different cultures who might speak different languages, have different cultural beliefs or use different gestures and symbols to communicate, their cultural differences might become barriers to workplace success. This happens because of a lack of cultural awareness, knowledge, and communication. Thus, cultural difference plays a crucial role in impacting

international business negotiations. In order to function in international business negotiations, negotiators should understand the essence of cultural differences. What cultural barriers impact international business negotiations?

- Concepts of Values. The influence of values differences on international business negotiations is mainly seen through misunderstanding and disgust due to differences in the concept of objectivity, equality and time.

- Manners and Customs. It is a kind of behavioral pattern formed from history observed in a specific socio-cultural area for a long time.

- Ways of Thinking. Negotiators have different ways of thinking, thus they have different thinking modes for negotiating.

- Negotiation and Bargaining Styles. Because of different cultural backgrounds, negotiators from different countries and regions have different negotiating styles. Generally, negotiation style is divided into two types: horizontal and vertical negotiation styles.

The following five ways of overcoming intercultural barriers should be observed to make the most of cross-cultural business negotiations.

1. Research the other party's culture. Such guidelines can help avoid making potentially embarrassing or offensive faux pas and reduce cultural barriers, and they may also improve the efficiency of your business negotiations.

2. Consider the individual. Everyone involved in business negotiations wants to be viewed as a multifaceted individual. It is important to focus on getting to know the other party as a unique individual and put cultural knowledge off to the side.

3. Build bridges across cultures. That bridge-building might mean pointing out cultural similarities, such as a shared ancestry or familiar customs. Or it could involve finding commonalities that go beyond cultures, such as a shared experience, interest, or goal.

4. Consider the broader context. By seeing the negotiation through a wider lens, we can incorporate critical concerns and increase our odds of reaching a successful, lasting agreement.

5. Take steps to reduce stress. The parties should do all possible to reduce stress in cross-cultural business negotiations. That might mean taking frequent breaks, ensuring you have enough time to negotiate, or enlisting a mutually trusted third party to help resolve any differences or conflicts that arise during your talks. This is the way to reduce the pressures associated with cultural barriers and begin dealing with one another as negotiators, not stereotypes.

Successful negotiation is an important communication skill; its mastering increases the chances of gaining desirable business outcomes.

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Juliana Pytura

West Ukrainian National University
Ternopil

ECONOMIC INEQUALITY. WHAT DOES IT AFFECT?

Inequality is a fairly common phenomenon around the world. The gap between rich and poor is growing rapidly in many countries.

As for inequality in general, it can happen within a country, and it can happen between countries (even several). Such types of inequality as economic, social, political and ethnocultural are distinguished. We will talk about economic inequality. Economic inequality is measured by income, wealth and consumption. Although it is a separate type of inequality, it is affected by other types and manifestations of inequality.

Quite often it happens that most of the wealth (money) is concentrated in the hands of a minority (indeed a very small percentage of the population), respectively, the rest of the people are middle-class or poor.

So what is affected by economic inequality?

- education (the level of education is very important, both for a particular person and for the country as a whole, because a large number of educated people has a positive impact on the development of the country (its economy, politics and other areas of activity). And the poorer, not all people can afford education (let alone quality and expensive), so a certain proportion of the population at best receives only secondary education).

- health and life expectancy (many studies have shown that more affluent people take better care of their health, undergo medical examinations and visits to the dentist, can provide themselves with more expensive and, consequently, better quality medicine. While the poor, due to the inability (unwillingness) to lead a healthy lifestyle and the presence / absence of access to quality medical services, often have a lower duration and quality of life.

- perception of a person as a person and his place in the world (rich people are usually easier to achieve success, heights and goals, because they have the money (sufficient income) and the commitment of people. Thanks to their wealth, they automatically begin to relate to they move faster up the career ladder, and quite often well-off sections of the population immediately occupy senior management positions