

instance, we expect that with extensive use of ICT to access services, there will be fewer cars on the roads than before, which will make streets friendlier and healthier for walking and cycling. Streets can be planned and designed as public spaces to serve communities for social interactions and mobility.

Hence, while promoting infrastructure development, enhancing environmental sustainability, it is possible to support high and inclusive socio-economic development, equity, and social inclusion. In the long term, this new approach will not only reduce emissions of CO₂, promote the creation of low-carbon cities, reduce land degradation and promote biodiversity, but it will also foster human interaction.

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THE IMPACT OF TIME SENSITIVITY ON INTERNATIONAL BUSINESS NEGOTIATION

Introduction

Business negotiations as a special type of business communication conducted according to certain rules; additionally, parties should comply with specific rules. The main goal of negotiations is to come to a beneficial solution with the opposing side and avoid any types of conflicts. The relevance of the topic is determined by the need to specify the peculiarities of national negotiation styles and etiquette. It is common knowledge that the result of international negotiations and concluded transactions often depend on the knowledge of national cultures.

Purpose

The purpose of this paper is to prove the effect of time sensitivity patterns on international business negotiations.

According to Erin Meyer [1], the UK is one of the most punctual nations in the world. Being late for a meeting is not allowed for your partners from England no matter what reason may be, the British almost always treat non-punctual people negatively [2].

A well-known American proverb sounds like «Time is money». The issue of saving time is very important to Americans; chatting in vain means wasting time, and therefore money. Therefore, the time for meetings and negotiations is most often

limited to one hour. Americans build their lives based on schedule and strictly follow it every day. Punctuality is very important in the US, and being late is perceived as rude. Americans make decisions quickly, but they can quickly replay everything if something does not suit them during the negotiations. [3]

The French are doing business slowly. It is important for them to know all the details, risks and consequences of incoming proposals. People in France try to avoid one-on-one discussions of official issues. [4] The attempts to speed up negotiations can negatively affect the development of the partnership. Unlike British, French partners can be late for the meeting.

Italians spend a lot of time in small talks. They will be happy to talk about art, architecture, local cuisine, and wines. Sports, football, nature, holidays, movies, family – any Italian will be happy to discuss these topics for a major part of the meeting. Italians can agree on a preliminary agreement very quickly, but the discussion of the details can be delayed, as a result, many points of the original agreements may change significantly.

Conclusion

Negotiations are a specific type of business communication that has its own rules and patterns, ways to reach an agreement, and joint analysis of problems. The purpose of the negotiations is to find mutually acceptable solutions, avoiding the extreme form of manifestation of the conflict. The skill of negotiating in business is essential, the negotiation process itself accompanies the activities of business structures almost every day.

To conduct international business successfully, it is important to master all business communication rules, since success in business depends on how respectfully you treat business partners. It is vital to abandon the existing stereotypes about representatives of a particular nationality and research in advance the peculiarities of their culture.

Knowledge of cultural patterns and compliance with the norms of intercultural communication is the key to the business success in international global environment.

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