



THE ROLE OF ENGLISH LANGUAGE IN THE SPHERE OF ENTREPRENEURSHIP

Asqarova Komila Ergashevna

Gulistan, Uzbekistan

<https://doi.org/10.5281/zenodo.18549442>

Abstract

This article explores how English language is crucial for entrepreneurs however; language awareness offers significant benefits because it proved its possibility. Including: proposition to market access, international partnerships, trade products up, enhancing employee employability and competitive advantage with brand loyalty. Also, English serves as an effective implement for business executives enabling them to unlock challenges and overcome language barriers, strategic move, exchange personal conceptions with international partners easily. Every entrepreneur targeted has their own purchasing power in global market store, because customers tend to shop around and they are careful with everything from promotions, ,design selection to good's price is it in affordable price or not , appropriate for their supply, brand's quality and etc. Since, entrepreneurs should be careful with everything when they are setting up their business because no one want be a loss leader at the end of business. Instead, try to be a leader in their sphere, they lookout for takeover with their partners with the help of pure and interactive communication which builds with trust. develop merchandise ,marketing, telemarketing process and never looked back. During the article you will dive into why English awareness is important and why the most entrepreneurs highlight its significance in their entrepreneurial activities.

Introduction

In the 21st century entrepreneurial landscape is increasingly internationalized and interconnected. Since, the most people who are not aware of English language try to learn this language according to different reasons. One reason of acquiring knowledge about English language is setting clear goals in business and developing strategies like building customer and partner relationships and fostering innovation. Almost all business executives want create a plan with clear steps to pursue the most promising opportunities ,such as new markets partnerships or product ideas. Also ,understanding your customers, competitors ,and market trends to identify opportunities are important. For all of this, all of entrepreneurs who are not native with the English countries and uninformed with English should learn this language during his or her business lifestyle. Because, language has power in building relationships including ,focus on building and nurturing strong relationships with customers, suppliers and partners. However, language maybe the guarantee of providing excellent customer service to foster loyalty and encourage referrals. As a corporate language ,the use of business English may be associated with the industry and/or may be depend on factors such as the company's status at the international level. Specifically ,there exists a distinction between the English language used in international companies and the English language used in transnational firms (Du-Babcock, 2014). This article explores how language affect to the sphere of entrepreneurship.



Because, appropriate and attractive language builds trust and accessing information and strong communication is essential for all World's population.

Key words: encourage language learning skills, technological literacy, blossomed revolution ,global marketplace ,international identity, linguistic sophistication, multifunctional mechanism that consolidates legitimacy

Overcoming barriers with the help of language awareness

Setting up a business in entrepreneurs' own country is not easy in times of economic hardship. It demands linguistic consciousness, effective communication skills ,high responsibility and careful considerations during the developmental process. The last two skills are personal because people encourage these skills without education with the help of strong goals and according to achievements of person it is fostered by people's aspirations and it may have everyone mentally however; linguistic and communicative skills require acquisition of knowledge and learning. In the eyes of entrepreneurs, language must transcend its instrumental attribute and become a carrier of knowledge production and transmission(Zhang Zhiguo 2025). According to a research report by the Project Management Institute(PMI 2013), the success of multinational projects depends on the use of clear language that resonates with the audience and delivers the right message to the right stakeholders(PMI 2013:4,8). According to Crystal(1997),Peters(2004),and Graddol(2006) about 80 per cent of the World's trade and financial business is transacted in the English language. Hence, enterprises worldwide have noted the necessity of having a workforce that is able to communicate in English If they are to take advantage of the opportunities in the global marketplace(Mckay2002).

The role of English language in Digital Entrepreneurship

Language awareness may help business leaders to be good at in the usage of mobile accessories. Because ,technological literacy in the fast-changing world is considered on top skill. First ,it helps streamline operations by automating repetitive tasks, which boosts efficiency for starters. ,technology helps entrepreneurs opening up international markets by enabling e-commerce ,digital marketing and remote work. Moreover, technology help business leaders in gathering authentic data and insights ,making it easier to make informed decisions. Beside that, in 21st century the world's population began to use the mobile AI(Artificial Intelligence),also block chain and cloud computing reach their peak in their usage. For example cloud computing have blossomed revolution in many start ups. Instead of investing heavily in physical infrastructure, entrepreneurs can use cloud services like, Microsoft or Azure Amazon Web services to scale their operations quickly and cost effectively. The last example is the usage of media and digital marketing. Mobile platforms like, Instagram , Facebook, Tic Tok, and Telegram allow entrepreneurs to reach a global audience without the need for a massive marketing budget. In March 2025, The Ministry of Education clearly proposed to „promote the integration of artificial intelligence technology into all elements and the entire process of education and teaching” at the “Artificial Intelligence and Education Reform” deployment meeting, marking that the integration of AI and education has entered a new stage of systematic reshaping from the stage of instrumental application [4]. Looking at the research history, the application of AI in foreign language teaching has experienced a transformation from initial exploration of computer-assisted language learning, to personalized evaluation supported by intelligent teaching systems, and then to the current “human-machine collaboration” paradigm driven by generative AI represented by large models. Although existing research has made



significant progress in the application of technologies such as intelligent speech evaluation and AI writing revision, most of them remain at the level of "single-point empowerment," lacking systematic restructuring of all elements and the entire process of the teaching model. How to go beyond fragmented tool application and construct a new classroom model centered on learners with AI deeply integrated into the teaching closed loop has become a core problem to be solved in the current reform of Business English teaching.

English and brand credibility in international markets

English is the voice of the brand. It is not a secret that, in global arena, English functions as a primary medium and it plays major role brands construct and communicate their international identity .For instance, a brand that employs English strategically is able articulate its mission ,vision, and core values with clarity and precision without any kind of problem. Because, this shared linguistic platform ensures consistency across markets and enhances brand recognizability , which is essential for long-term sustainability .In addition, the quality of a brand's English communication is frequently perceived as an indicator. Since, accurate grammar, refined vocabulary, and stylistic coherence contribute to a perception of professionalism and excellence. In contrast ,poorly structured language may signal inefficiency or low-quality production. Therefore ,linguistic sophistication directly reinforces the perceived merit and reliability of a brand. Finally, if leaders of business want success in their field they should enrich their language knowledge which helps them facilitate smoother entry into global markets by enabling effective cross-cultural communication and then it allows brands to engage with diverse audiences , adapt marketing strategies ,and respond to consumer feedback efficiently. Commitment is strengthened through emotional engagement and loyalty programs(Verhoef et al.,2009). Fournier (1998) posited that brand relationships resemble interpersonal relationships, with emotional connections driving long-term loyalty.

Strategic English-mediated brand promotion across cross-cultural markets

English operates as a pivotal form of strategic linguistic capital, simultaneously underpinning brand legitimacy, communicative risk mitigation, cross-cultural promotional efficacy, and transnational resource mobilization. Specifically, proficiency in English functions as symbolic and cognitive capital, signaling organizational sophistication, normative alignment with supranational business protocols, and managerial acumen, thereby enhancing stakeholder perception of credibility and institutional gravitas. Moreover, it enables the standardization of corporate messaging while accommodating culturally contingent semiotic variations, ensuring discursive coherence and persuasiveness in international marketing campaigns, digital outreach, and brand narratives. Furthermore, English constitutes a structural safeguard against interpretive capacity, semantic drift, and reputational vulnerability, thereby fortifying governance mechanisms and operational resilience. Consequently, organizations that strategically leverage English can access latent transnational networks, mobilize extrinsic resources, and generate cross-border employment opportunities, effectively translating linguistic competence into economic and organizational capital .However, many countries' have resource problem according to global climate change and environmental catastrophe and some resources are on the verge of extinction. If leaders overcome little but main obstacles during the way they can conquer new results during the way. To summarize, English should be conceptualized not merely as a communicative medium but as an integrated, multifunctional mechanism that consolidates legitimacy, optimizes cross-cultural promotional impact,

facilitates resource appropriation, and cultivates sustainable international employment, thereby bridging linguistic, cultural, and institutional divides while augmenting long-term brand durability and competitive advantage.

References:

(Du-Babcock, 2014), (Zhang Zhiguo 2025), research report by the Project Management Institute(PMI 2013) (PMI 2013:4,8), Crystal(1997),Peters(2004),and Graddol(2006), (Mckay2002), March 2025, The Ministry of Education[4], (Verhoef et al.,2009), Fournier,S (1998). Consumers and their brands:Developing relationship theory in consumer research. Journal of consumer research,24(4).