

*I.O. NOVIK, A.S. CHYRVON***THE ROLE OF BUSINESS AND ECONOMIC PROTOCOL IN THE ETHICS OF INTERNATIONAL ECONOMIC RELATIONS**

This paper extensively explores the pivotal role of business protocol in international economic relations, delving into its historical evolution, contemporary significance, and the challenges it encounters within the dynamic global business environment. The study emphasizes the necessity for nuanced intercultural communication and highlights the adaptability of business protocol to diverse situations.

Article discusses the issues of diplomatic and economic protocol and ethics, shedding light on the intricate interplay between international relations and economic activities. Diplomatic protocol, with its established conventions and rituals, plays a crucial role in shaping the discourse between nations, fostering cooperation, and mitigating conflicts. Economic protocol, on the other hand, governs the conduct of nations and businesses in the global marketplace, influencing trade agreements, investment practices, and financial interactions.

The examination of these protocols within the framework of ethics becomes imperative as it explores the moral dimensions of diplomatic and economic engagements. Ethical considerations in diplomacy encompass matters of respect, transparency, and adherence to international law, aiming to promote peaceful coexistence and equitable collaboration. Similarly, in the realm of international economics, ethical principles guide decisions regarding resource allocation, corporate responsibility, human rights protection, and the fight against corruption.

By delving into the ethical aspects of diplomatic and economic protocols, the article seeks to contribute to a deeper understanding of the values that underpin international interactions. It emphasizes the importance of fostering ethical practices in diplomacy and economic relations, ultimately striving to create a global landscape that values fairness, responsibility, and mutual respect.

The current significance of business protocol is underscored in light of its strategic importance in facilitating effective communication and collaboration between nations and businesses. The challenges faced by business protocol in the modern global business arena are thoroughly scrutinized, addressing issues such as cultural diversity, technological advancements, and the need for constant adaptation. In summary, this comprehensive analysis contributes to a nuanced understanding of the multifaceted role of business protocol in international economic relations, shedding light on its historical roots, contemporary significance, and the evolving challenges it faces in the globalized business landscape.

Keywords: Business Protocol; International Relations; Intercultural Communication; Diplomatic Protocol; Partnership Establishment; Economic Development

*I.O. НОВІК, А.С. ЧИРВОН***РОЛЬ ДІЛОВОГО ТА ЕКОНОМІЧНОГО ПРОТОКОЛУ В ЕТИЦІ МІЖНАРОДНИХ ЕКОНОМІЧНИХ ВІДНОСИН**

У цьому документі детально досліджується ключова роль бізнес-протоколу в міжнародних економічних відносинах, заглиблюючись у його історичну еволюцію, сучасне значення та виклики, з якими він стикається в динамічному глобальному бізнес-середовищі. Дослідження наголошує на необхідності міжкультурної комунікації з нюансами та підкреслює адаптивність бізнес-протоколу до різноманітних ситуацій. Стаття обговорює питання дипломатичного та економічного протоколу та етики, проливаючи світло на складну взаємодію між міжнародними відносинами та економічною діяльністю. Дипломатичний протокол з його усталеними умовностями та ритуалами відіграє вирішальну роль у формуванні діалогу між націями, розвитку співпраці та пом'якшенні конфліктів. Економічний протокол, з іншого боку, регулює поведінку націй і компаній на глобальному ринку, впливаючи на торговельні угоди, інвестиційну практику та фінансову взаємодію.

Вивчення цих протоколів у рамках етики стає обов'язковим, оскільки вони досліджують моральні виміри дипломатичних та економічних зобов'язань. Етичні міркування в дипломатії охоплюють питання поваги, прозорості та дотримання міжнародного права, спрямовані на сприяння мирному співіснуванню та рівноправній співпраці. Подібним чином у сфері міжнародної економіки етичні принципи керують рішеннями щодо розподілу ресурсів, корпоративної відповідальності, захисту прав людини та боротьби з корупцією.

Заглиблюючись в етичні аспекти дипломатичних та економічних протоколів, стаття прагне зробити внесок у глибше розуміння цінностей, які лежать в основі міжнародної взаємодії. Він підкреслює важливість сприяння етичним практикам у дипломатії та економічних відносинах, зрештою, прагнучи створити глобальний ландшафт, який цінує справедливість, відповідальність і взаємну повагу.

Сучасне значення бізнес-протоколу підкреслюється в світлі його стратегічної важливості для сприяння ефективній комунікації та співпраці між країнами та бізнесом. Виклики, з якими стикається бізнес-протокол на сучасній глобальній бізнес-арені, ретельно досліджуються, розглядаючи такі питання, як культурне розмаїття, технологічний прогрес і потреба в постійній адаптації. Таким чином, цей всебічний аналіз сприяє тонкому розумінню багатогранної ролі бізнес-протоколу в міжнародних економічних відносинах, проливаючи світло на його історичне коріння, сучасне значення та нові виклики, з якими він стикається в глобалізованому бізнес-ландшафті.

Ключові слова: діловий протокол; міжнародні відносини; міжкультурна комунікація; дипломатичний протокол; встановлення партнерства; економічний розвиток

Introduction. Currently, companies from more than 200 countries actively participate in international relations. Each country has unique political conditions, history, traditions, and culture. Each company also has its own rules, statutes, and requirements for its partners and staff. This diversity of factors has long posed serious challenges to the development of international relations. However, after the establishment of international standards and rules of conduct covering various aspects of interaction between states - from the principle of non-interference in each other's internal affairs to the formatting of business correspondence - establishing mutually beneficial and respectful relationships on the international stage has become easier.

This is facilitated by the ethics of international relations, which pertains to the study of norms and moral principles applied to issues of economic interaction between countries and other economic entities on the global stage. In this context, it examines the ethical aspects of business, trade, investments, and other economic matters at the international level. The ethics of international economic relations involve discussions on issues such as fairness in resource distribution, corporate social responsibility, respect for human rights in the economic sphere, combating corruption, and other moral and ethical questions related to the global economy. This field also addresses topics like trade policy, debt relations between countries, fairness in global trade, and other

aspects influencing global economic dynamics. Ethical principles in this context aim to establish fair and responsible practices in the global economy.

The economic protocol in the ethics of international economic relations plays a significant role in shaping and regulating the behavior of states and other economic entities on the global stage. This term encompasses a broad spectrum of agreements, norms, and principles aimed at ensuring ethical standards and fairness in the course of economic interactions.

In the context of international economic relations, the economic protocol serves as a framework, defining the terms of trade, investments, and financial flows between countries. It also includes agreements on customs duties, quotas, production standards, and other aspects that influence economic activities.

An important aspect of the economic protocol is the commitment to upholding ethical principles within the global economy. This involves protecting human rights, combating corruption, respecting labor standards, and adhering to principles of environmental sustainability. By incorporating ethical parameters into economic relations, countries aim to strike a balance between economic interests and social responsibility.

The economic protocol is also directed towards reducing inequality and promoting sustainable development. It may encompass measures to support developing countries, ensure fair access to resources and markets, as well as facilitate the exchange of technologies to enhance the economic prospects of less developed regions.

Protocol practice is divided into two main directions: official, which includes state and diplomatic protocol, and business. State protocol aims to regulate internal relations at the national level, while diplomatic protocol establishes international standards of behavior. The present era is characterized by increased attention to the application of business protocol, which covers business relationships using rules and norms established at the international and national levels of protocol practice.

In large companies, the emergence of positions related to protocol, such as protocol specialists or protocol officers, has become commonplace. For effective management of relations with partners, especially foreign ones, protocol structures are created, whether departments or management, and their number and level depend on the size of the company and the volume of international interaction. It is important to note that business protocol, despite its proximity to state and diplomatic protocols, is more flexible and can more easily adapt to the specific characteristics of the situation.

In the West, business protocol norms in the business environment have long been established, and the profession of a protocol officer has become in demand both in government and business structures. In the United States, for example, protocol departments exist in various government and military structures, ranging from the White House to universities. In our country, a protocol specialist is still a rarity, but there has been a growing demand for this profession in recent times.

Actuality. Earlier, the fundamentals of protocol practice were primarily studied by representatives of the

diplomatic community, but currently, there is a growing demand for such knowledge among entrepreneurs as well. In today's world, where business plays a key role in the economic development of every country, and the international ties of Ukrainian companies continue to expand, the importance of understanding the nuances of intercultural communication and protocol details becomes indisputable. This is particularly relevant for large companies operating on a global scale.

Literature analysis. The literature analysis in the context of the role of business protocol in international economic relations reveals a rich body of scholarly work. Academic discussions often highlight the significance of diplomatic and business protocols, examining their historical evolution and impact on cross-cultural business interactions. Studies delve into the intricacies of protocol practices, emphasizing their role in establishing trust, effective communication, and sustainable partnerships.

Jane Hodgson explore various aspects of protocol, including formalities in greetings and introductions, etiquette in negotiations, and the importance of written communications. Additionally, the literature offers insights into the adaptation of businesses to diverse cultural norms and the challenges they face in navigating global protocols [1].

Furthermore, research (Suhairi, Farach Nur Fachri, Mutiara Khinaya, & Arjuna Pangestu) often delves into the influence of technological advancements on modern business protocol and the evolving dynamics of international relations [2]. Understanding the existing literature provides a foundation for comprehending the complexities and opportunities associated with integrating business protocol into the fabric of international economic relations.

Problem statement. Despite the growing importance of business protocol in fostering successful international economic relations, there remain challenges and gaps that need to be addressed. One key issue lies in the diversity of cultural, political, and historical contexts within which businesses operate globally. This diversity poses a hurdle for companies seeking to establish and maintain long-term partnerships across borders.

The lack of a universally standardized business protocol adds to the complexity. While there are international standards and guidelines, their application might vary across regions, leading to potential misunderstandings and conflicts. Moreover, the rapid pace of technological advancements introduces new considerations for business protocol, requiring constant adaptation.

Another challenge is the limited awareness and integration of protocol practices within certain business spheres, especially among smaller enterprises. This knowledge gap may hinder their ability to navigate the intricate web of international relations effectively.

In light of these challenges, it becomes crucial to investigate and propose strategies for enhancing the role of business protocol in international economic relations, addressing cultural nuances, technological influences, and the need for widespread awareness and implementation across diverse business landscapes.

Main part. The word "protocol" originates from the Greek "protokollon," where "protos" means "first," and "kolla" means "glue." Business protocol comprises a set of rules that regulate the order of organizing meetings and delegations, conducting conversations and negotiations, arranging receptions, as well as aspects such as dress code, business correspondence, and the signing of contracts and agreements, among other things. The fundamental ethical principles of business protocol include politeness, tactfulness, mutual respect, dignity, and integrity [3].

Politeness involves adhering to universally accepted rules of behavior and the ability to conduct oneself appropriately depending on specific circumstances. A considerate person takes into account the age, gender, and social status of their partner in communication. Tactfulness entails the ability to behave diplomatically in relations with others, considering not only the content of one's words but also their form, as well as the individual characteristics, psychological state, and mood of the partner. Mutual respect involves showing respect for the country, its national peculiarities, local customs, and the partners themselves in business relationships.

Dignity is demonstrated through the ability to navigate through complex situations in business matters, representing one's country, people, or organization with dignity, and having a sense of personal worth and honor. Integrity is an integral part of business protocol, urging individuals to refrain from negative actions such as deception, cunning, humiliation of another person's dignity, fraud, and more.

Therefore, adherence to the rules of business protocol plays a pivotal role in the successful resolution of various issues and lays the foundation for mutually beneficial business relationships.

Business protocol is an effective tool that businessmen use to establish partnerships when forming international joint ventures. Recent years have witnessed a significant increase in the number of such ventures. The successful interaction of Ukrainian companies with foreign counterparts has become possible due to well-organized negotiations, proper conduct of business correspondence, and the professional organization of roundtable discussions led by the protocol services of these enterprises. All these activities closely align with the principles of protocol practice.

The role of business protocol in creating long-term partnerships is expressed in the meticulous organization and structuring of business communications, as well as in maintaining high standards of etiquette and professional conduct. In this context, it represents a set of rules and norms aimed at ensuring harmonious and effective relationships between enterprises over an extended period.

Establishing trust is a key aspect of the role of business protocol. Formal procedures for introduction and presentation create the initial impression and contribute to building trust between business partners. Business protocol rules are directed towards observing etiquette in business settings, promoting the formation of a positive company image, and, consequently, strengthening trust.

Effective communication also plays a crucial role. Transparency and clarity in communication, structuring business letters, using proper forms of address, and

avoiding ambiguity are all supported by the rules of business protocol. Additionally, protocol addresses negotiation techniques aimed at finding mutually beneficial solutions and avoiding conflicts.

Maintaining a Positive Image is another crucial aspect. Participation in public events and adherence to widely accepted protocol rules in such situations contribute to upholding a positive company image in the eyes of partners and the public. Preserving a high professional reputation among business partners is a key factor in building long-term partnerships.

Business protocol also addresses cultural differences, encompassing norms of behavior, respect for traditions, and cultural peculiarities. This plays a critical role in eliminating misunderstandings based on cultural differences and contributes to the formation of a tolerant work environment [4].

Aspects related to protocol in the signing of partnership agreements play a significant role, often remaining underestimated and overlooked, despite their importance in regulating key elements of successful partnerships with international colleagues. Protocol rules established in the realm of state and diplomatic interactions are successfully applied in the realm of business protocol. This applies to business correspondence, the negotiation process, and the development of contracts and agreements.

It is worth noting that in aspects of business correspondence in various European countries, diverse cultural and corporate nuances affecting established rules come to light. This overview aims to examine the fundamental aspects of business correspondence protocol in several European countries, considering their cultural and professional specificities.

For example, in Germany, protocol interaction in business correspondence emphasizes the need for a formal and professional style. Letters begin with a respectful form of address, such as "Sehr geehrte Damen und Herren" (Dear Sirs and Madams) or "Sehr geehrter Herr/Frau [last name]" (Dear Mr./Mrs. [last name]). The emphasis is on the accuracy and specificity of information, with responses expected in the shortest possible time. In France, importance is given to politeness and formality. The form of address "Monsieur/Madame" (Mr./Mrs.) is used, except when the level of familiarity allows for more personal forms of address. Letters start with expressions of thanks or courtesies, and the style is preferably not overly direct. In the United Kingdom, formality and politeness are accentuated in business correspondence. Letters are initiated with a salutation like "Dear Mr./Ms. [last name]." The letter style may be less formal, especially in acceptable relationships. Responses usually include gratitude for the previous letter. In Spain, a warmer and friendlier tone is generally welcomed. The form of address "Estimado/a Sr./Sra. [last name]" (Dear Mr./Mrs. [last name]) is widely used at the beginning of letters. Letters may contain a certain degree of personal expressions, maintaining formality at the beginning of correspondence.

These features underscore the importance of respecting cultural differences and adapting the style of business correspondence to local norms when conducting international business relations.

As for the protocol of business negotiations, its rules and specifics are tied to the cultural context and are subject to the influence of certain factors. For instance, these rules may depend on the norms of behavior of negotiation participants, influenced by their national and civic affiliations. In the context of business negotiations in Western states, there is an incompatibility with the norms accepted in Asian countries. Therefore, to reach an agreement with a foreign partner, the foremost rule becomes considering the cultural, national, and other peculiarities of the country to which the partner belongs.

The fundamental rules of business negotiations include gathering information about the partner, their goals and motivations, as well as preliminary elaboration of the content of future discussions. An integral part of the preparatory stage of the negotiation process is the development of a plan that facilitates the conversation process and provides ready paths for resolving conflicting situations.

Environmental control plays a crucial role in choosing a venue for business negotiations, considering the conditions and duration of the process, among other factors. Practice confirms that the success of negotiations largely depends on the right choice of the meeting organizer. Restraint in expressions from the opponent is recommended as a strategy, assuming not an instant rejection of the opponent's thoughts and ideas but rather recording, analyzing, and subsequently discussing them while taking the initiative [5].

For example, in Japanese business negotiations, great attention is paid to respect for seniority. Decisions are usually made after extensive group discussions, and it is important to ensure harmonious interaction. Concluding a deal may take time, as Japanese partners seek to establish long-term relationships. As for the United States, directness and openness are valued in American negotiations. Decisions can be made quickly, and counterparts expect both parties to clearly express their interests. Documents and contracts are usually signed within tight deadlines, and decisions are often oriented towards the end result. In China, the establishment of trust and relationships plays a key role. Partners prefer dealing with those with whom they can maintain long-term relationships. Concluding a deal may take time, and negotiations may include social events such as lunches or dinners. In German business negotiations, professionalism and precision are valued. Documents are carefully worked out, and it is expected that parties will strictly adhere to agreed-upon terms. Effective negotiations in Germany usually involve a clear presentation of facts and goals [6].

In history, there are numerous instances where adherence to business protocol played a pivotal role in establishing and strengthening international relations and business partnerships. Here are several illustrative examples:

1. In the 1950s, Japan and the United States entered into an agreement on military-economic cooperation, laying the foundation for the recovery of the Japanese economy. Both parties strictly observed business protocol during negotiations, contributing to the successful conclusion of the agreement and the establishment of a long-term alliance.

2. The visit of U.S. President Richard Nixon to China in 1972, the first after a prolonged diplomatic hiatus, marked a significant event in history. Meticulous adherence to protocol procedures helped alleviate tensions and facilitated the normalization of relations between the two countries.

3. During the crisis surrounding the placement of Soviet missiles in Cuba, U.S. President John F. Kennedy and Soviet leader Nikita Khrushchev strictly adhered to business protocol in diplomatic negotiations. This prevented nuclear war and led to a peaceful agreement.

4. Numerous instances of successful adherence to business protocol occur during diplomatic meetings and sessions at the United Nations. Cooperation among various countries, when following protocol rules, enables the effective resolution of global issues and the making of crucial decisions.

5. The process of the UK's exit from the EU, known as Brexit, demanded careful adherence to business protocol during lengthy negotiations. The importance of protocol becomes evident in resolving complex issues such as trade, migration, and legal norms.

Building on this, it is worth noting that in the everyday dynamics of international economic relations, enhancing the role of business protocol becomes a strategic task to ensure effective interaction between companies and states. The following strategies are proposed to strengthen the influence of business protocol:

1. Expanding educational programs and certification courses in business protocol will help business professionals deepen their knowledge in this field. This also contributes to the creation of unified standards and understanding of protocol norms.

2. Introducing separate protocol departments or positions in companies, especially those actively involved in international transactions, will ensure constant attention to protocol issues.

3. Collaborative efforts between international organizations and governments to create universally recognized business protocol standards contribute to reducing misunderstandings and conflicts in the process of conducting international business.

4. Developing educational campaigns and providing access to information resources on business protocol among entrepreneurs, executives, and government officials will support the understanding of its importance.

5. Organizing regular international forums and conferences on business protocol will create a platform for exchanging experiences and discussing current issues, fostering the formation of a unified approach.

6. Strengthening collaboration between business entities and diplomatic missions can contribute to a better understanding of cultural nuances and protocol principles.

7. The business community can actively engage with government structures in shaping policies related to international economic relations, offering proposals and recommendations.

These strategies, when combined and implemented at various levels, will contribute to a more effective integration and strengthening of the role of business protocol in the context of international economic relations.

Thus, the norms of intercultural communication and protocol become pivotal in establishing long-term economic partnerships, especially on the international stage. Successful international collaboration necessitates a profound understanding of the intricacies of protocol practices in countries where partnership relations are established.

It is emphasized that it is crucial to take into account various aspects, such as the level of welcoming guests, organizing negotiations, conducting cultural programs, and so forth. All these factors become an integral part of successful business conduct, rivaling the importance of well-crafted contracts and ensuring production profitability.

Conclusion. In conclusion, several key aspects highlight the importance of business protocol in effectively managing international economic relations. One significant conclusion is that business protocol becomes a strategic necessity in the context of modern international relations. In the day-to-day dynamics of business and governmental interactions, its role cannot be underestimated. The norms and principles of business protocol serve as a crucial tool for ensuring efficient interaction between companies and countries.

It is essential to emphasize that the successful adherence to business protocol not only facilitates formal procedures but also creates a favorable atmosphere for building long-term and mutually beneficial partnerships. From welcoming guests to signing agreements, each step in the realm of business interactions gains additional significance when adhering to protocol norms.

In the contemporary world, where international economic ties are becoming more complex and intricate, the relevance of research in the field of business protocol continues to grow. With the advancement of technologies, societal changes, and an increase in the number of countries participating in global economic processes, understanding and considering protocol norms become even more critical.

Looking ahead, research in the field of business protocol may focus on a deeper understanding of cultural peculiarities and their influence on protocol practices. Additionally, there is potential for investigating the impact of modern communication technologies on protocol aspects in international business.

In conclusion, the study and development of the business protocol theme not only support current practices but also lay the foundation for adaptation to changing conditions and challenges in the global economy.

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