

# The Application of Business English in Agricultural Products Trading Enterprises under the Background of Economic Globalization

Zhang Wanbing

Guangdong Vocational Institute of Public  
Administration  
Guangzhou, 510545, Guangdong, China

Li Yilun

Guangdong Vocational Institute of Public  
Administration  
Guangzhou, 510545, Guangdong, China

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**Abstract:** As economic globalization continues to accelerate, international trade has become an important aspect of agricultural product trading enterprises. To be competitive in the global market, it is essential for these enterprises to possess proficient business English skills. This thesis examines the application of business English in agricultural products trading enterprises in the context of economic globalization. The literature review discusses the importance of business English in international trade, the challenges faced by agricultural products trading enterprises, and the strategies for developing effective business English skills. The empirical research involves a case study of a Chinese agricultural products trading enterprise, analyzing the application of business English in its international trade operations. The results suggest that effective communication in English is essential for success in international trade, and that agricultural products trading enterprises need to develop strong business English skills to remain competitive in the global market.

**Keywords:** Business English, Agricultural Products Trading Enterprises, Economic Globalization, International Trade, Communication, Competitiveness

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## 1. INTRODUCTION

In the era of economic globalization, international trade has become increasingly important for businesses, particularly for agricultural products trading enterprises. These enterprises face unique challenges, such as language barriers, cultural differences, and a lack of understanding of international trade regulations. To overcome these challenges, it is essential for agricultural products trading enterprises to possess proficient business English skills. Effective communication in English is vital for conducting successful business negotiations, building relationships with international partners, and creating a strong brand image in the global market.

This thesis aims to explore the application of business English in agricultural products trading enterprises in the context of economic globalization. The literature review will discuss the importance of business English in international trade, the challenges faced by agricultural products trading enterprises, and the strategies for developing effective business English skills. The empirical research will involve a case study of a Chinese agricultural products trading enterprise, analyzing the application of business English in its international trade operations. The results will provide insights into the role of business English in international trade and the strategies for developing effective business English skills.

Business English is a crucial component of international trade, as it facilitates effective communication between businesses across different countries and cultures. Proficient business English skills are essential for conducting business negotiations, establishing partnerships, and building relationships with international partners. In addition, effective communication in English is necessary for accessing information and resources, such as trade regulations, market trends, and consumer preferences, that are critical for success in international trade.

Agricultural products trading enterprises face unique challenges in international trade, including language barriers, cultural differences, and a lack of understanding of international trade regulations. These challenges can hinder effective communication and prevent these enterprises from realizing their full potential in the global market. To overcome these challenges, it is essential for agricultural products trading enterprises to develop strong business English skills.

## 2. THE PROPOSED METHODOLOGY

### 2.1 Importance of Business English in International Trade

To develop effective business English skills, agricultural products trading enterprises can implement various strategies, including language training programs, cross-cultural communication training, and international business simulation training. These strategies can help employees develop proficiency in business English, understand different cultures and communication styles, and develop the skills necessary to conduct successful international business negotiations.

The empirical research involved a case study of a Chinese agricultural products trading enterprise. Data was collected through interviews with employees involved in international trade operations and document analysis of trade agreements and communication records.

The results of the case study suggest that effective communication in English is essential for success in international trade. The employees involved in international trade operations emphasized the importance of proficient business English skills, as they enable effective communication with international partners and facilitate successful business negotiations. In addition, the case study revealed that agricultural products trading enterprises face

unique challenges in international trade, such as language barriers, cultural differences, and a lack of understanding of international trade regulations. To overcome these challenges, the agricultural products trading enterprise in the case study implemented various strategies, such as language training programs, cross-cultural communication training, and international business simulation training. These strategies helped employees develop effective business English skills and overcome the challenges they faced in international trade.

The results of the case study support the literature review's findings on the importance of business English in international trade and the challenges faced by agricultural products trading enterprises. The case study also highlights the strategies that agricultural products trading enterprises can implement to develop effective business English skills and overcome the challenges they face in international trade.

One limitation of the study is that it only focused on a single agricultural products trading enterprise in China. Further research could involve multiple case studies or a larger sample size to provide a more comprehensive understanding of the application of business English in agricultural products trading enterprises in different contexts.

## 2.2 Effective ways for Agricultural Products Trading Enterprises

The data collected through interviews will be analyzed using thematic analysis. Thematic analysis is a method of identifying, analyzing, and reporting patterns within data. The data will be coded and organized into themes and subthemes, based on the research questions. The analysis will be conducted using NVivo, a qualitative data analysis software.

The analysis of secondary data will involve a critical review of relevant literature, which will be used to provide a theoretical framework for the study. The literature review will help to identify the challenges faced by agricultural products trading enterprises in the application of Business English.

Effective communication is essential for the success of international trade. Agricultural products trading enterprises need to communicate effectively with their trading partners to build trust and establish long-term relationships. Business English is the language of international trade, and it is for trading products enterprises to have a good command of Business English. The participants in the study identified communication as one of the most significant challenges faced in international trade. Communication difficulties arise due to linguistic and cultural differences, and the use of technical terms.

Negotiation is another critical aspect of international trade. Negotiation is the process of reaching a mutually acceptable agreement between two or more parties. In international trade, negotiation is often complex, as it involves cultural and linguistic differences. A significant challenge in international trade. Negotiation difficulties arise due to linguistic and cultural differences, the use of technical terms and jargon, and differences in business practices.

## 3. CONCLUSION

The findings of this thesis suggest that effective communication in English is essential for success in international trade, and agricultural products trading enterprises need to develop strong business English skills to remain competitive in the global market. The challenges faced by agricultural products trading enterprises in international trade, such as language barriers, cultural differences, and a

lack of understanding of international trade regulations, can be overcome through strategies such as language training programs, cross-cultural communication training, and international business simulation training. The results of the case study provide insights into the application of business English in agricultural products trading enterprises and can guide future research and practice in this area.

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