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PECULIARITIES OF MANAGEMENT OF AGRICULTURAL ENTERPRISES UNDER MARTIAL LAW

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**Lohosha R., Pidlubny V., Mazur K., Aliksieieva O., Belkin I.,
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3. Business etiquette: principles of communication with partners

There are no small details in business. Partners, clients and colleagues form an idea about you through dozens of little things - from the strength of your handshake to the style of your clothes. Currently, there is a need to train managers, leaders of a high professional level, able to develop business relationships and relationships in organizations on a civilized basis, which is largely determined by moral values. An important aspect of a manager's professional competence is his level of psychological culture, which includes knowledge of psychological patterns of development and manifestations of the psyche of an individual, psychological aspects of communication and interaction in various social groups, knowledge of management psychology, as well as the ability to use acquired knowledge.

The Code of Business Communication provides for:

- the principle of cooperation - your contribution should be the one required by the jointly developed direction of the conversation;
- the principle of information sufficiency - "say no more and no less than is necessary at the moment";
- the principle of reliability of information - "don't lie";
- the principle of expediency - "do not deviate from the topic, be able to find a solution";
- convey the idea clearly and convincingly for the interlocutor;
- be able to listen and understand the necessary opinion;
- try to take into account the individual characteristics of the interlocutor for the sake of the interests of the case.

Next, let's dwell on the key definitions of the subject of our research. Therefore, business etiquette is a comprehensive concept and includes rules of conduct between business partners and colleagues, speech etiquette in business communication, rules of conducting negotiations, norms of correspondence.

The ethics of business communication of the new century makes corrections to the entrenched algorithms of behavior: now status and age are so important in professional relationships, and gender differences do not matter at all.

The etiquette of business communication is a set of rules of conduct, customs and social norms necessary in business relations and personal communication. A protocol that regulates the relationship between partners, colleagues, subordinates and the boss.

Business ethics is the ability to communicate with subordination, respect other people's opinions, restrain emotions, admit wrongdoing, and sometimes refuse. Business ethics is aimed at forming a positive image and simplifying daily work processes.

Speech etiquette

Speech culture is closely related to speech etiquette, that is, to the rules of greeting, introduction, farewell, gratitude, apology, invitation, approval, etc. People, as a rule, react negatively to violations of etiquette formulas developed by society. In order for business communication to be effective, it is important that its participants address each other as "You" (both employees and customers). Such an appeal is a necessary tool for maintaining normal service relations and labor discipline in the team and establishing partnership relations with clients. It is mandatory to address the other by his first and last name. A timely word "thank you" can be no less effective than a monetary award. Official etiquette has already been discussed. Let's just add that sometimes the effectiveness of communication will also depend on what voice (low or high) a person speaks, what diction, acceptance, etc. he has. The disease of our time is verbosity. Almost every person thinks that they know more and can do something better than others, so they want to speak for themselves. Only a well-educated person knows when to speak and when to listen to others, even those who criticize him. So, speech etiquette is a complex system of language signs that is based on moral rules and requirements and indicates the attitude towards other people as well as towards oneself. The culture of communication is not just a culture of choosing effective strategies and tactics, which are based on humanistic communicative attitudes, knowledge and skills.

This too the result of applying the rules of constructing messages, speaking and listening, is the active use of the rules and norms of humanistic ethics, constant compliance with the requirements of official etiquette.

Types of business communication and practical advice for them

Depending on the circumstances of the communication, different types of etiquette will be appropriate. All types of business communication have their subtleties and nuances.

Body language in business etiquette

Do not forget that non-verbal behavior gives the interlocutor more information than verbal behavior. Psychologists claim that non-verbal signals account for more than 50% of the information that the brain receives. Posture, gestures, eye contact can play a decisive role and affect the course and success of an important meeting.

Life hack: If a person is standing, his posture should be free, but confident. Look the interlocutor in the eyes - avoiding eye contact, a sign of insecurity and unreliability. Control gestures and facial expressions. Body language should support your words, not contradict them.

The realities of the modern world introduce new rules into the practice of business communication. If a few years ago, hands in pockets or a pose when a man sits with his legs wide apart were considered a sign of disrespect for a partner, today distraction on a smartphone is a "reputation killer".

The culture of business communication involves universal rules that are appropriate in any situation:

- be genuinely interested in the interlocutor;
- smile;
- be an attentive listener;
- encourage the interlocutor to talk about himself;
- communicate with the interlocutor about what interests him.
- rules of business communication

The rules of communication culture are not limited to knowing who should be the first to shake hands, say hello, enter a room or an elevator. It is also a culture of oral conversation and correspondence (including electronic), phone calls.

Social conversation

In business, a social conversation is a small warm-up before serious negotiations, an exchange of ideas that does not commit to anything. Social conversation should be neutral. Topics that are not recommended to touch are politics, religion, economy, morality, ideology, health, family values. Politeness is the basis of professional communication.

Life hack: Be natural. Your goal is to stimulate conversation. To psychologically facilitate the interlocutor's process of maintaining a dialogue, paraphrase some of his statements and finish the phrase with a question.

Welcome rules

Previously, the peculiarities of business etiquette were full of superstitious and, from today's point of view, even incorrect rules. For example, even 10 years ago, it was considered correct for the person who is senior in status to be the first to be greeted at business meetings. Today, society is moving away from stereotypical class thinking. Humanity, civility and simplicity are now more important than status.

Another stereotype that stuck in the minds of representatives of the business world is that a man should be introduced to a woman. Given the emancipation of women and the spread of the feminist movement in the world, it is increasingly inappropriate to set gender conditions for rules of conduct. In the 21st century, in business, women have the same rights as men, so it is tactless to single out the gender of business partners in any way.

The old rules of business etiquette also require that a junior employee be introduced to an older one. Today, conventions of this nature are called "ageism" - age discrimination. It's no secret that young people can become successful entrepreneurs in today's world. Therefore, to avoid awkward situations, it is better to get rid of prejudices about the age of your business partners.

Life hack: When greeting, you should follow the golden mean between friendliness and dry tact. Be friendly and open, but make sure your behavior doesn't become familiar. Simplicity, sincerity, lack of prejudice and willingness to cooperate are now valued much more than the formal etiquette rules of the past.

Tips: when greeting, choose the greeting formula that is suitable for the given situation; smile warmly when greeting. Look a person in the eye; when greeting, do not keep your hands in your pockets. Take off your gloves (only a woman can afford to say hello in gloves); if you are younger, say hello first; if you go somewhere (to an institution, to an apartment or a friend's house), say hello first (first); a man should greet a woman (the woman first extends her hand for greeting); the subordinate must greet his boss (and the boss can shake his hand first); regardless of age, gender, position, etc., the person who enters the room (office) is the first to be greeted; when visiting, do not forget that you should first greet the hostess, then the host, then the guests (in the order in which they are seated).

Rules of business correspondence

In today's reality, it is not always possible to communicate with partners and colleagues in person. Today, a large percentage of business communication is correspondence. Basic rules of business communication in the following conditions:

Respect the addressee's time. Your letter should be clear and understandable. If the essence does not fit into the first paragraph, the letter is poorly composed. Include only one case in one letter. One should not confuse one question with another. This can confuse the addressee, and he will misunderstand the information presented in the letter.

Mark the deadlines. If the task cannot wait, it is better to specify the terms of its execution. This will help the addressee understand the priority of tasks and plan work. Add supporting supporting materials to the letter. This will speed up the task, as the employee will not waste time on search for tables and documents necessary for work. Do not write about organizational issues, if they can be discussed on the phone or in person in 5 minutes. The letter should have a structure. Highlight key points, place important links in a separate line with a comment.

Be polite beyond words. Try to avoid empty words of politeness. It is better to show respect with real concern for the reader - check the correct spelling of his name. Some autocorrect services change unrecognized names to more familiar, similar variants. Write only what can be shared. Avoid wording and words that will embarrass you in front of colleagues if your letter is forwarded. Do not write during non-working hours. Respect the privacy and privacy of your employees, colleagues and partners.

Knowing the rules of business communication and applying them in practice is an investment in one's professional image. However, when studying the rules of behavior for specific situations, do not forget that the basis of any communication should be first of all courtesy and respect for interlocutors.

The topic of our research is certainly extremely multifaceted, which has been covered, is covered and will be covered by scientists, theoreticians and practitioners of different times and eras. We, in turn, tried to concentrate and highlight the main, practically effective methods of business communication ethics. And as a symbolic conclusion, we suggest paying attention to the "Six Basic Commandments of Business Etiquette", where J. Yager notes in his book that all problems related to etiquette, starting from boasting and ending with the exchange of gifts, should be solved in the light of ethical norms. Business etiquette dictates compliance with the rules of conduct, respectful treatment of people.

Knowing these six most important principles of etiquette, you will always have an advantage, no matter what position you hold, no matter what work you do, remember them:

1. Everything must always be done on time. If you were assigned a task and failed to complete it on time, then the employee will no longer be a reliable assistant in the eyes of the manager. And it doesn't matter what the task will be.

2. Always think about what you are talking about. Try to listen more and talk less, unless, of course, it is related to your duties. Sometimes you can "slap" something extra, and then regret it for a long time. If you are called to consult on any issue, do not mislead your firm with answers such as "we can't do this", etc. A negative answer is

not desirable at all. It is forbidden to interrupt the interlocutor during communication. You need to speak in a clearly pitched voice, not shout or whisper.

3. Kindness to everyone. Be kind to any person, regardless of their rank. Compliment, smile, joke. It's not at all difficult to do, but it will make a great impression on you.

4. Think about the interlocutor, more than about yourself. Be a good listener, be interested in a person, ask about what interests him. Interested in the topic of weather and new inventions, chat. Concerned about health - advise something. Smile more, try to increase its significance (this must be done sincerely), address the person by name as often as possible.

5. Dress appropriately. It is advisable to choose clothes carefully. Stability and adherence to the accepted image are important here.

6. Write and speak competently. Everything you write and say must be competent. No mistakes, let alone obscene language. You form an opinion about yourself, and a good impression is much more difficult to earn than a bad one. Learn good manners - they not only help in business, but will also be useful in everyday life.

Apply the above principles and you will become a completely new person, ready for achievements and successful communication.

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