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EFFECTIVE STRATEGIES OF PROFESSIONAL COMMUNICATION IN ACADEMIC AND BUSINESS ENVIRONMENTS

Professional communication underpins success in both academia and business. Though both demand clarity and persuasion, they differ in norms, goals, and audiences. Pinpointing shared and context-specific strategies boost collaboration and efficiency.

Problem Statement. Academic communication focuses on evidence-based reasoning and structured argumentation, whereas business communication demands brevity and action. Both domains now require digital literacy, intercultural awareness, and adaptability – but still struggle with miscommunication, cultural misunderstandings, and ineffective digital practices.

This paper aims to identify and analyze effective communication strategies that can be applied in both academic and business settings. The paper also explores the impact of cultural and technological factors on professional communication, particularly within the Ukrainian context and broader international interactions.

Main Results. Recent literature identifies key strategies for effective professional communication. These include audience awareness—using a formal tone in academia and a concise, action-oriented style in business [2]; active listening and feedback to build trust and support collaboration [5]; effective use of digital tools like Zoom, Slack, and Google Docs, alongside training to avoid overload [1]; and cultural competence, which involves adjusting communication styles to cultural norms to prevent misunderstandings [3].

Key barriers to effective communication include information overload, the absence of nonverbal cues, excessive reliance on digital tools, and cultural misinterpretations (such as viewing constructive critique as indecisiveness). These challenges can be effectively addressed through targeted training in intercultural competence, critical thinking, and digital communication literacy [4].

Furthermore, real-life case studies and surveys among Ukrainian students and professionals revealed that hybrid communication models—combining asynchronous tools (e.g., email, shared documents) with synchronous interactions (e.g., meetings, calls)—enhance clarity and engagement. Participants noted that communication breakdowns often stem not from language barriers but from a mismatch in expectations regarding formality, hierarchy, and response times. Training in setting clear communication protocols and expectations significantly improved collaboration, particularly in cross-cultural academic projects and remote business teams.

Conclusion. While academic and business communication both rely on clarity, purpose, and audience focus, they differ in style. In today’s digital and global landscape, professionals need flexible, culturally aware, and tech-savvy skills. Institutions and organizations should train staff in both soft skills (e.g., listening, and adaptability) and digital tools to meet diverse communication challenges.

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ОЦІНКА КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ РОЗДРІБНОЇ ТОРГІВЛІ

Постановка проблеми. У сучасних умовах швидких змін ринкових тенденцій, активного впровадження цифрових технологій та підвищеної чутливості споживачів до цінової й якісної політики актуальним є питання оцінки конкурентоспроможності підприємств роздрібноЇ торгівлі. Від здатності таких підприємств адаптуватися до викликів середовища, формувати цінність