

## LINGUISTIC GOOD PRACTICE IN COMPANIES

**Prof. Simona Maican<sup>1</sup> ORCID ID: 0000-0002-1762-9636**  
**Prof. Cristina Gabriela Săndulescu<sup>2</sup> ORCID ID: 0000-0002-8259-4433**

**Abstract:** *The international context in which many companies have become more and more deeply involved in the latest twenty years has highlighted the issue of foreign languages in companies. Indeed, many companies are now facing the process of organizing work at an international level, which involves the relations between headquarters and subsidiaries and also between subsidiaries, the use of work tools common to several units (software and management systems, multi-site work teams, etc.), the flow of information between these locations as well as the movement of people, especially the distribution of managers who do not know a foreign language of international circulation, etc. Thus, language problems arise both in the internal functioning of companies and in the sale of their products and services. This process of internationalization, combined with the considerable influence of foreign capital, can be found essentially in three types of companies: large companies, foreign companies, SMEs, exporters and importers. The need to communicate within the same group in different parts of the world, but also the communication in an international context and the desire to save money often lead companies to favor the use of a single language. In the absence of clear guidelines from senior management, companies tend to deal with language issues empirically. This has led some companies to impose, consciously or not, English as a working language for a growing number of employees and an increasing number of activities: first for communication between local management and international headquarters, then for tasks performed at work. The problems posed by this use of a single language lead to the subsequent search for other language solutions that would have been preferable and less expensive to consider as soon as the process was implemented. While most of the companies have managed to develop interesting and often original ways of addressing language issues, fewer have developed a comprehensive strategy for managing language issues in a coherent, equitable and sustainable manner, addressing the challenges posed by globalization and market liberalization.*

**Key words:** management, knowledge, business, language problems

**JEL classification:** M1, M14, M54

---

<sup>1</sup> "1 December 1918" University, Alba Iulia [simonamaican.sm@gmail.com](mailto:simonamaican.sm@gmail.com)

<sup>2</sup> Liceul Tehnologic Energetic „Elie Radu”, Ploiești [crisabebe2005@yahoo.com](mailto:crisabebe2005@yahoo.com)