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## A Research of English Language Proficiency and its Influence on Business Success in Kurdistan's Private Sector

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### Abstract

The research investigates the findings of English language proficiency on business success in the Kurdistan region of Iraq, a region increasingly shaped by globalization. The data is collected through surveying 125 employees from five leading fast-moving consumer goods (FMCG) companies. The research explores the connection between English skills and key business outcomes, considering factors like revenue, marketing effectiveness, and overall growth. The findings show that over 90% of the employees who participated in the questionnaire perceive English proficiency as significantly beneficial to their work environment, promoting better communication and collaboration. While most of the communications with customers are done in Kurdish, the data revealed the prevalent incorporation of Business English terminology and code-switching within internal communication channels, suggesting a significant integration of English into the organization's professional environment. Further analysis also demonstrated that English proficiency contributed to the region's increased international collaborations. These results align with existing literature on English as a lingua franca, emphasizing its role in international trade and communication. However, the research acknowledges the potential risk of local languages being overlooked, leading to a cultural homogenization. The study's finding that a majority of employees belong to younger generations suggests a workforce readily adaptable to technological advancements and evolving communication norms. Yet, the persistence of uncertainty regarding the value of English, even among some individuals in leadership positions, underscores the necessity of providing comprehensive training initiatives that clearly articulate the advantages of English proficiency for both organizational success and employee development. By examining these factors within a particular regional context, this research enhances our understanding of how English language skills shape business dynamics

### Keywords:

Business success,  
English Language  
Proficiency,  
Iraqi Kurdistan,  
Globalization



### About the Journal

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## 1. Introduction

In today's globalized world, the English language has become one of the most important means of communication. As many international companies have established their business in the Kurdistan region, the need for English speakers has increased. This research investigates whether English language proficiency brings business success or not. The research focuses on the impact of the English language on business results in various fields, including revenue, marketing, sales growth, profit, and loss of the companies. Crystal (2003) states that the English language has a great role in facilitating international communications and trade. In an investigation by Graddol (2006), he found that companies with a higher number of English speakers tend to have more effect on the market and their companies become the market leader. This is significant in Kurdistan as it connects the region with international markets. Phillipson (2003) claims that English language proficiency provides a very fruitful means of enhancing a company's ability to attract international companies in the local market, and it fosters development and innovations. In addition to possessing a strong business background, English language proficiency has become a top criterion of recruitment agencies in Kurdistan. Companies and investors in Kurdistan increasingly prioritize candidates who have exceptional English language skills, which gives them a chance to engage in international business. As a result, interviewees who are fluent in English often find themselves with a distinct advantage in the job market, particularly in companies that are managed by foreigners.

Furthermore, Friedman (2005) argues that the rise of globalization has created a level playing field where individuals and companies can compete from anywhere in the world, but success often depends on the ability to communicate effectively in English. This is a very clear statement on the importance of English in business success. Friedman has a very strong belief that there is a direct correlation between business success and knowing English. Pennycook (2007) argues that language policies should aim to develop linguistic diversity and equity, ensuring that individuals have access to a range of linguistic resources. The long-term effects of this trend warrant further investigation, particularly regarding its impact on cultural identity and the protection of the Kurdish language. As Fishman (2001) claims, language maintenance requires concerted efforts from both individuals and institutions to promote the use of the language in various domains of life, including education, media, and government. Additionally, Fishman (2001) claims that language maintenance requires concerted efforts from both individuals and institutions to promote the use of the language in various domains of life, including education, media, and government. The linguistic part of the power needs to understand the economy, social status, and politics. This is to show that we must create a balanced way of improving the long-term benefits.

Therefore, this study seeks to analyze and find the correlation between how English is helping the business in Iraqi Kurdistan, and to what extent it is taken in the workforce, and give a push to improve other relationships. To make sure that there is a more stable and sustainable market. This increasing emphasis on navigating a complex global system highlights the inherent value of English language proficiency in Kurdistan's private sector. As Sklair (2002) states, in today's interconnected world, transnational practices, economic, political, and cultural aspects are increasingly shaping the lives of individuals and communities. For businesses in Kurdistan, this means that English proficiency is not simply a communication skill but a vital tool for engaging with these transnational flows and achieving success in the global marketplace. While English becomes more dominant, and for these companies to see the importance of English, the linguistic part of the power needs to understand the economy, social status, and politics. To have a framework to better do this is to go about and follow the trends that are presented.

This study seeks to analyse and find the correlation between how English is helping the business in Iraqi Kurdistan, and to what extent it is taken in the workforce, and give a push to improve other relationships, which can only be a good thing. However, there will also have to be a way to keep it so. To make sure that we have a more stable and long-lasting market. Robertson (1992) argues that the increasing interconnectedness of the world fosters a sense of global consciousness, influencing how

individuals and societies perceive their place within a larger global framework. This perspective suggests that businesses seeking to thrive in a globalized marketplace must not only adapt to local conditions but also cultivate a broader understanding of global trends and dynamics. By understanding how their actions and decisions impact the wider world, and vice versa, businesses can better position themselves to navigate the complexities of the global economy and achieve sustainable success.

The research, therefore, aims to investigate the extent to which English language proficiency affects overall business in Kurdistan. The study was based on the following hypotheses:

1. Many International Companies require English language proficiency in their job vacancy announcements.
2. Businesses in the Kurdistan Region with higher levels of English language proficiency seem to have greater international collaborations.
3. English language speakers have become role models in business expansions in the Kurdistan Region.

Finally, the main research objectives include:

1. To find out the correlation between English language proficiency and business success in Kurdistan.
2. To analyze the effect of English language proficiency in facilitating partnerships with international investors.
3. To assess the importance of English language proficiency in business growth and expansions.

## 2. Review of Literature

The English language has become an essential skill in world trade, profoundly affecting business operations worldwide. In a small region like Kurdistan, where its economy and business are in rapid growth, English language proficiency plays a key role in that expansion. Crystal (2003) emphasizes that English language skills facilitate communications across borders, bring international investors to the local market, and maintain the quality of communication with the international team. This highlights that a strong workforce will allow these goals to happen. He goes on to argue that with English being the bridge, the communication gaps will help to promote and make the business world more open. Building on this point, Bianchini (2004) highlights that English language proficiency is crucial for a company's ability to grow and expand internationally. His research shows a strong relationship between business success and English language proficiency. For example, Kwon (2015) found that companies with higher levels of English language speakers have better profits, sales, and market share increases, and it also improves customer relationships, especially in a community where many foreigners live. This helps build an even broader range for all to access and learn from. The more individuals engage in a place, the more easily they can build connections and grow as a community. Additionally, having diverse sources can provide new information to support and achieve business success.

These benefits are consistent with findings in Linguistic Landscape research, which examines the presence and function of languages in public spaces. Landry and Bourhis (1997) argue that the prominence of a language in the public sphere, including in business signage and advertising, can reflect its social and economic power. It tells people what is essential, and also gives them a look at what that means. The increasing visibility of English in Kurdistan's business environment signals its growing importance and perceived value, because of how things are made and are changing the ideas there. It has the power to go and build different ideas to grow it all.

Edwards (2009) claims that studies in sociolinguistics have highlighted the role of language in shaping social identities and attitudes. There will be prestige associated with the different sides of the world, and English helps them to better understand the power of being connected; it helps them be ready. People are able to build on that power to connect. Also, with that, it will help the businesses that will

then succeed and be seen as great successes. Because when there is a new person, and they come to a place, English proficiency is something that is helpful. Furthermore, Bourdieu (1991) argues that language functions as a form of cultural capital, conferring advantages on those who possess it, which means that knowledge is going to be key for anyone to succeed. A linguistic capital can come from a different world and a new area, or even have an old or more established part that they know how to use to grow. There has to be time and investment to make this happen, to be a good power. In the area of the economy, this is how it can be related to the business. It has to be worked so you can understand all the pieces of the area.

Therefore, businesses that invest in English language training for their employees and communicate effectively in English are likely to gain a competitive edge in the Kurdistan market, with the above statements and research being taken into account to know how it will all factor. There also has to be great respect and value, so that it can make more to a community with how it is perceived, which gives you the building blocks. We can see that with those different research they come to a similar point on how it will work for the area and what actions can be taken. It depends on what the organization wants. The brand that these businesses will see and the type of audience that are seen. So that is more knowledge that needs to be taken and thought on how all this data can be useful to have a big business.

In addition to the economic and pragmatic benefits of English language proficiency, it's important to consider its broader social and cultural implications. As Canagarajah (2005) argues, the spread of English has led to complex and often contradictory effects, both empowering and disempowering individuals and communities. While English proficiency can provide access to global opportunities, it can also contribute to the marginalization of those who do not possess these skills, creating new forms of social inequality. Therefore, businesses operating in Kurdistan should be mindful of the potential for English to exacerbate existing social divisions and should take steps to promote linguistic diversity and inclusion within their organizations, while also ensuring opportunities for growth. Further research from Block (2006) shows the importance that these decisions can have on the landscape as a whole. The balance of how language and culture interact means that all must work to understand one another for a better chance of success. This must be clearly considered so that people can recognize its importance.

### **2.1 English Language Proficiency in Business**

In the modern world, the English language is the dominant language of business, and it plays a crucial role in negotiations and communications worldwide. English language proficiency not only eases the interactions among foreigners, but it has also become a strategic language for individuals who operate in a diverse market. Since the English language is the language of business currently, over 1.5 billion people speak English, according to the latest research, Crystal (2003, p. 10). It became the most widely used language for international businesses and communications. This widespread use simplifies cross-cultural interactions and reduces misunderstandings, which are common barriers in multinational operations. Moreover, in an era where digital communication and international negotiations are prevalent, possessing strong English skills can significantly enhance a company's competitiveness.

Knowing English proficiently improves clarity in communication and creates better relationships with international investors and partners. It also increases the employment rate and career prospects within multinational corporations. As Graddol (2006, p. 45) notes, "English proficiency is increasingly seen as a key skill for accessing the global job market." While there are so many international companies that have opened their branches in the Kurdistan Region, this has opened the door for many foreigners to visit and settle in Kurdistan. The main language which is used between the foreigners and Kurdish locals is English. This created an outstanding atmosphere of employment for those who speak English fluently. The Employers are obliged to employ English language speakers to facilitate their work. Thus, the English language has become the most important language for the employees whom they want to promote, especially at the managerial level; it has become the key factor to reach the positions of top management among Kurdistan Companies. Survey results show that 98% of managers speak English.

Melchior (2012, p. 32) notes that "English serves as the corporate language in over 70% of

multinational companies worldwide,” highlighting its significance in the business sector. Here, we realize that English has established itself as the lingua franca of international business, and without English, businesses may face shortages in communication and opportunities. Jenkins (2014, p. 65) states that “Content in English reaches a broader audience, making it essential for brands seeking global visibility.” Moreover, Parsons and McNeill (2015, p. 50) emphasize that “English language proficiency is now often a requirement for employment in international organizations and multinational firms.” They claim that English language proficiency has become a pathway to jobs, demonstrating that the majority of companies announcing job vacancies require English speakers as one of the conditions for applying.

One potential side effect of emphasizing English proficiency in business is the isolation of local languages. Since international companies and investors prioritize the English language for global communication, there is a risk that local languages will decline in business contexts, leading to cultural homogenization and loss of linguistic diversity of local languages and cultural identities. This phenomenon can lead to the dismissal of local vocabulary and its replacement with English terms. This can be noticed among Kurdish people who work in companies where they engage in code-switching, even when they are not in business settings.

### 3.Methodology

The data for this research were collected from a survey of five top companies in Kurdistan, which are leading distributors in FMCG (fast-moving consumer goods). A total of 125 employees were selected from various departments and different positions. This research employed a mixed-methods approach, combining quantitative survey data with qualitative observational data to provide a comprehensive understanding of the influence of English language proficiency on business success in Iraqi Kurdistan.

#### 3.1 Survey Method

The primary source of quantitative data for this study was a structured survey administered to employees from five leading companies in Kurdistan. As Fink (2009) states, surveys are a cost-effective and efficient method for collecting data from a large sample of individuals, allowing researchers to identify patterns, trends, and relationships between variables. The survey instrument was meticulously designed to gather data across three key areas, as summarized in Table 1: Demographics, English Language Proficiency, and the Perceived Impact on Business Operations. This three-part structure ensured a holistic approach to understanding the complex interplay between these factors.

**Table 1: Survey Questionnaire Structure**

Section	Question	Response Options
Demographics	1. Your Age	Under 25, 25-34, 35-44, 45-54, 55 and above
	2. Gender	Male, Female
	3. Position/Occupation	CEO, Top Manager, Supervisor, normal Employee
English Proficiency	4. English Proficiency Level	Beginner, Intermediate, Advanced, Fluent
	5. Company Requires English Skills	Yes, No
	6. Frequency of English Use at Work	Mostly in Formal meetings and emails,
Impact on Business	7. Influence on International Client Communication	Not at all, Slightly, Moderately, Important, Very important

	8. Contribution to Business Growth	Yes, No, Not sure
	9. Effect on Aspects of Business (Negotiations, Reviews, etc.)	No Impact, Slight Impact, Moderate Impact, High Impact, Very High Impact

Another key question in the questionnaire was designed to understand the degree to which the company's leadership understands and implements language policies, and what results this has.

**Table 2: Rating of English language proficiency in the Questionnaire**

Aspects	No Impact	Slight Impact	Moderate Impact	High Impact	Very High Impact
Negotiations with clients					
Business Reviews					
Marketing and promotion					
Internal communication					

### 3.2 Observational Method

In addition to the quantitative data obtained through the survey, the researchers also employed a qualitative method to gain a richer understanding of communication practices within the participating companies. As Patton (2002) notes, direct observation allows researchers to capture authentic behaviors and interactions in their natural context, providing valuable insights that may not be revealed through self-report measures. Specifically, the research team conducted on-site observations at each company headquarters to examine employee communication patterns across a variety of workplace contexts, ranging from formal meetings and presentations to informal interactions in break rooms and shared workspaces. These observations were intended to provide a more nuanced and contextualized view of how English language skills are used in daily business operations. Observational data were collected through field notes, which were recorded during and immediately after each observation session. These notes focused on:

- The frequency and duration of English language use.
- The types of communication activities in which English was used (e.g., presentations, meetings, email correspondence).
- The level of English proficiency demonstrated by employees.
- The attitudes and perceptions towards English language use.
- How different people in different departments use the material?

### 4. Results and Discussion

To gather comprehensive data for this study, a carefully structured survey methodology was employed. The study is done through a survey where 125 employees in the top five Iraqi Kurdistan provinces have been chosen to answer the questionnaire. The selection of these companies was based on their prominence and significant contribution to the region's economy, ensuring that the survey results would provide valuable insights into the perspectives and experiences of employees working in leading companies. In the first part of the questions, the ages of the 125 employees were classified as shown in Table 3.

**Table 3: Age Classifications**

Age classifications		
25	34	27%
25-34	67	54%
35-44	12	10%
45-54	9	7%
54 and Above	3	2%
<b>Total</b>	<b>125</b>	<b>100%</b>

The demographic composition of the survey respondents revealed a significant gender disparity, with 75% of the participants identifying as male and the remaining 25% identifying as female. This observed gender disparity, with a significantly higher proportion of male respondents compared to female respondents, may reflect broader societal and economic gender imbalances in the workforce within this region. Boserup (1970) urges that long-term planning should take this into account to address these issues and promote an equal, equitable, and inclusive environment. These 125 participants were selected through a combination of stratified and random sampling techniques to ensure a representation from the five top FMCG firms in Kurdistan. The stratification ensured that you had enough workers from a variety of jobs, ranging from employees to upper management.

The majority of the employees were below 44 years old. This indicates a relatively young workforce, which may be more adaptable to new technologies and communication practices commonly used in international business. Prensky (2001) suggests that younger generations are often more digital natives, which has helped build them better. Among the selected employees, most of them could speak English, but their self-reported proficiency levels varied from beginner to intermediate to advanced, as shown in Table Two. To ensure clarity and accuracy, the survey instrument was initially pilot-tested with a small group of employees to ensure they understood each of the questions and to make changes before the full survey was conducted.

**Table 4: English Language Proficiency**

<b>English Language Proficiency</b>		
Beginner	13	10%
intermediate	45	35%
advanced	67	52%
Fluent	4	3%
<b>Total</b>	<b>129</b>	<b>100%</b>

To better understand the role of English in the modern business world, the researchers aimed to investigate the perceived influence of the English language on business operations. Strikingly, more than 90% of employees confirmed the significant and beneficial effects of English language skills within the business environment, as shown in Table 3. These positive responses underscore the pivotal role that English plays in facilitating effective communication, fostering collaboration, and driving overall productivity within these companies. As Crystal (2003) claims, English has become the lingua franca of international commerce, serving as a common language for individuals from diverse linguistic backgrounds to carry out business, negotiate deals, and share knowledge. The consequences of this general usage are far-reaching, as proficiency in English can significantly enhance an individual's career prospects and improve a company's ability to compete in the global marketplace.

**Table 5: Impact of English on Business Operations**

<b>Impact of English on Business Operations</b>		
Not at All	1	1%
Slightly	5	4%
Moderately	21	17%
Important	73	58%
Very Important	25	20%
<b>Total</b>	<b>125</b>	<b>100%</b>

Almost half of the employees were in managerial and supervisor levels, and the other half were normal employees, as shown in Table 6, this to give a relatively balanced distribution of employees across different hierarchical levels. These individuals were responsible for managing and monitoring teams,

making strategic decisions, and guiding the overall direction of their departments or units. The remaining half of the respondents were classified as non-managerial or normal employees, primarily engaged in carrying out day-to-day tasks and supporting the operational functions of the business. This distribution of participants, encompassing both managerial/supervisory and non-managerial employees, is particularly valuable for gaining a holistic understanding of the research topic. As Creswell (2014) argues, including participants from different levels of an organization allows researchers to capture a wider range of perspectives and experiences, providing a more nuanced and comprehensive picture of the phenomenon under investigation. Managerial and supervisory employees can offer insights into strategic decision-making, organizational goals, and overall communication strategies, while non-managerial employees can provide valuable perspectives on day-to-day operations, workplace interactions, and the practical application of English language skills. By combining these different viewpoints, the research can avoid a top-down or bottom-up bias and can instead develop a more balanced and representative understanding of the role of English proficiency in business success.

**Table 6: positions- Occupations**

<b>Position-Occupations</b>		
CEO	1	1%
Top Manager	27	21%
Supervisor	34	26%
Employee	63	49%
<b>Total</b>	<b>125</b>	<b>100%</b>

Adolfo and Marta (2014) state that English proficiency directly correlates with increased trade and foreign investment. The research clearly demonstrates the economic advantages conferred upon companies and nations with strong English language skills. The findings reveal that there is a strong correlation between business growth and English language proficiency among employees. While 80% of employees indicated that English language skills have a considerable positive impact on business growth, only a small minority (20%) expressed uncertainty, as shown in Table 7.

**Table 7: Impact of English on Business Growth**

<b>Impact of English on Business Growth</b>		
Yes	95	76%
No	5	4%
Not sure	25	20%
<b>Total</b>	<b>125</b>	<b>100%</b>

Another key finding of this study is that all participating employees were working in fast-moving consumer goods (FMCG) companies. These companies have direct contact with customers in the Kurdistan market, where the vast majority of the customers are Kurdish, and a few customers are foreigners who work in key locations and international hypermarket and supermarket chains like Carrefour and Majidi. The importance of English mostly belongs to internal communications rather than talking with customers in English, which is why the primary importance of English language skills lies in facilitating internal communications within these organizations, rather than direct communication with most of the Kurdish-speaking customers. Bhatia (2002) emphasizes that communication in specialized discourse communities, like these FMCG companies, often requires a shared understanding of specific vocabulary and linguistic conventions.

All five companies chosen are international and multinational; they have branches worldwide or in the Middle East. This made the employees speak English to communicate with other branches of the company in other countries or to participate in the training course. All the formal communications in

these companies are done in English, and employees need to write in English when they send an email. Hargie (2011) argues that communication competence within organizations is increasingly linked to individual and organizational success.

In addition to the survey results, throughout the field visits to the companies, the researchers found out that Business English vocabulary terms are widely used among employees of these five companies, even though the employees were Kurdish natives. Code-switching between Kurdish and English was noticed during Kurdish conversations, especially by using the main business word. This suggests that English has become deeply embedded in the professional culture of these organizations, transcending its function as a mere tool for external communication. Kachru (1986) the use of English as a language of business has led to the emergence of new varieties of English that are adapted to the specific needs of local contexts. However, this phenomenon also presents a potential challenge, as the increasing reliance on Business English vocabulary may lead to a gradual attrition of Kurdish vocabulary and a displacement of local linguistic terms within the professional sphere.

To gain a deeper understanding of the specific contexts in which English is perceived as most valuable, the researchers examined the importance of English language usage in different time contexts. Most of the participants reported that knowing English facilitates negotiations with customers and clients. Thompson (2009) argues that in any collaborative setting, but particularly in business negotiations and client relationships, a shared language serves as a foundational element for building trust and fostering strong rapport. This shared linguistic understanding facilitates clear and efficient communication, reducing the potential for misunderstandings and creating a sense of connection and shared purpose among the parties involved. When individuals can communicate fluently and confidently in a common language, they are more likely to perceive each other as competent, reliable, and trustworthy, all of which are essential for building strong and productive business relationships. In addition, the use of a shared language can create a sense of in-group identity, fostering a feeling of camaraderie and mutual understanding that transcends cultural differences.

While the vast majority see English as essential in business interactions, a smaller number of participants perceived English as directly impacting marketing and promotional campaigns. This is not surprising, as the main language in Kurdistan is Kurdish and the consumers are Kurdish. It is important to note that, besides marketing and promotions, a few participants also see the importance of English in international communications. However, according to De Mooij (2019), even localized marketing efforts require a solid understanding of international branding to maintain brand consistency. Table 8 shows these results.

**Table 8: Aspects of the English Language**

Aspects of the English Language					
Aspects	No Impact	Slight Impact	Moderate Impact	High Impact	Very High Impact
Negotiations with clients	11	7	37	32	38
Business Reviews	3	5	18	42	57
Marketing and promotion	28	19	45	20	13
Internal communication	49	25	24	18	9

## 5. Conclusions

In conclusion, this study has provided valuable and clear insights into the multifaceted influence of English language proficiency on business success within the specific context of Iraqi Kurdistan's private sector. The solid data gathered through surveys and analyses has proven the need and the importance of how it can help others.

The results confirm a widespread perception among employees within leading Fast-Moving Consumer Goods (FMCG) companies in Kurdistan that English language skills are not merely an asset, but an instrumental tool for effective communication, seamless collaboration, and enhanced overall business operations. This finding reinforces the increasingly globalized nature of commerce, where a shared understanding of English facilitates interactions across borders and streamlines business processes. This study also discovers a complex and nuanced relationship between language use and organizational culture. On the one hand, the study demonstrates that while the majority of direct customer interactions are still conducted in the Kurdish language, the pervasive use of Business English vocabulary terms in internal communications has become deeply embedded in the organizational culture of these companies. This is something that happens, even in many business operations; it has become something that has been helpful and a new standard.

While these findings highlight the benefits of English proficiency, the research also highlights a potential challenge, which is the risk of overlooking local languages and promoting cultural homogenization due to the emphasis on English. Since many employees are code-switching between English and Kurdish even during their normal discussions and day-to-day communications, there is a significant risk of forgetting Kurdish vocabulary items. This potential displacement of the local language raises important questions about the long-term impact of English dominance on Kurdish cultural identity and the importance of preserving linguistic diversity within the workplace. The way that ESP will work with it can also change those views with new opportunities.

In general, this study reveals that English language proficiency has become a necessity to know among top FMCG companies in the Iraqi Kurdistan Region. The survey showed that those who have the knowledge had a clear path for them to move forward. The study emphasizes that prioritizing English language proficiency is not only a matter of choice but a necessity due to economic growth in the region and opening its doors to international companies. The findings reveal the critical role of English in facilitating international partnerships, accessing global markets, and fostering innovation, as these factors need to grow in a very connected world. Ultimately, the goal for that to happen is to look back at the community. We have to build a strong community so that people can connect and have the power to do so. What is more important is that we help others to build that skill and use that to build their strength. You cannot forget the old when you are trying to bring the new, because that is where the new will blossom from.

These observations highlight the need for a more holistic and culturally sensitive approach to language policy and education within Iraqi Kurdistan. While English proficiency is undoubtedly a valuable asset for individuals and businesses, policymakers and educational institutions must also prioritize the preservation and promotion of the Kurdish language and culture. This could involve implementing bilingual education programs, supporting the development of Kurdish-language resources, and promoting the use of Kurdish in government and business settings. What is best should be about taking that and the past to plan with the community in mind.

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## ليكوئيه وهيك له سهر توانستى زمانى ئينگليزى و كاريگه رى له سهر سه ركه وتنى بازرگانى له كه رتى تاييه تى كوردستان

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### پوخته

ئهم تويزينه وهيك له ليكوئيه وهيك له نه نجامه تيبينيكراوه كانى شاره زايى زمانى ئينگليزى دهكات له سهر سه ركه وتنى بازرگانى له هه ريمى كوردستانى عيراق. داتاكان به نه نجامدانى راپرسيهيك له سهر 125 كارمەند له پينج كۆمپانياي پيشه نكي كه لويه لى به كاربه ر (FMCG) كۆراونه ته وه. تويزينه وهيك په يوه ندى نيوان شاره زايى ئينگليزى و ده رنه نجامه سه ركه كيبه كانى بازرگانى ده دوزيته وه، به له به رچاوگرتنى هوكاره كانى وهك داهات، كاريگه رى بازركردن و گه شه ي گشتى. ده رنه نجامه كان كوده نكيه كى به هيز ده رده خەن، زياتر له %90 ى كارمەندانى به شداربووى پرسپاره كه شاره زايى زمانى ئينگليزى به سووديكى به رچاو بو ژينگى كاره كانيان ده زانن و په يوه ندى و هاوكارى به هيز ده كه ن. له كاتيكدا زوربه ي په يوه ندييه كان له گه ل كارياره كان به زمانى كوردى نه نجام ده ريت، تويزينه وهيك ده ريخستوه كه وشه گه لى ئينگليزى بازرگانى و گورينى كود له په يوه ندييه ناوخوييه كاندا به ربلاو به كارده هينريت

شيكردنه وهيك زياتر هه روه ها ده ريخست كه شاره زايى ئينگليزى يارمه تيدره بو زيادبوونى هاوكاريه نيوده وه تيبه كانى ناوچه كه. ئهم نه نجامه ناو ته ريب ده بن له گه ل نه ده بياتى به رده ست له سهر ئينگليزى وهك زمانيكى هاوبه ش و جهخت له سهر رولى ئينگليزى له بازرگانى و په يوه ندييه نيوده وه تيبه كاندا ده كه نه وه. له گه ل نه وه شدا، تويزينه وهيك ده دان به مه ترسى پشتكوپخستنى زمانه خو جتييه كاندا ده نيت كه ده بيته هوى په كخستنى كه لتور. له به ر نه وه ي زوربه ي كارمەنده كان به نه وه ي گه نج ده ناسرين، تويزينه وهيك ده ريده خات هيزى كاري گه نج به خيزايى خوى له گه ل ته كه نه لوزيائى نوخ ده گونجيتت. له كاتيكدا زوربه ي به شداربووان هاوران، به لام هه نديكيش هەن، ته نانه ت له رولى سه ركرديه تيدا، كه دلنيان و تيشك ده خه نه سه ر پيويستى راهيتانى كارمەندان. ئهمه ئاماژه به پيويستى راهيتانى زياتر دهكات له سهر سووده كانى فيربوونى ئينگليزى. ئهم تويزينه وهيك يارمه تيدره بو تيگه يشتن له چونه تى كاريگه رى زمانى ئينگليزى له سهر ديناميكى بازرگانى له چوارچيوه يه كى ناوچه يى دياريكراودا.

**وشه سه ركه كيبه كان:** سه ركه وتنى بازرگانى، شاره زايى زمانى ئينگليزى، كوردستانى عيراق، جيهانگيرى

## دراسة حول إتقان اللغة الإنجليزية وأثرها على نجاح الأعمال في القطاع الخاص في كردستان

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### الملخص

تدرس هذه الدراسة النتائج الملاحظات لكفاءة اللغة الإنجليزية على نجاح الأعمال في منطقة كردستان العراقية، وهي منطقة تتميز بزيادة العولمة. تم جمع البيانات من خلال إجراء استطلاع لعدد 125 موظفاً من خمس شركات رائدة في مجال السلع الاستهلاكية سريعة التداول (FMCG). تستكشف الدراسة العلاقة بين مهارات اللغة الإنجليزية والنتائج التجارية الرئيسية، مع الأخذ في الاعتبار عوامل مثل الإيرادات، وفعالية التسويق، والنمو العام. تظهر النتائج أن هناك اتفاقاً قوياً، حيث يعتقد أكثر من 90% من الموظفين الذين شاركوا في الاستبيان أن إتقان اللغة الإنجليزية يساهم بشكل كبير في بيئة عملهم، مما يعزز التواصل والتعاون الأفضل. بينما يتم إجراء معظم الاتصالات مع العملاء باللغة الكردية، وجدت الدراسة استخداماً واسعاً لمفردات اللغة الإنجليزية التجارية والتبديل بين اللغات في الاتصالات الداخلية، مما يشير إلى أن اللغة الإنجليزية قد تم اعتمادها في الثقافة التنظيمية. أظهرت التحليلات الإضافية أيضاً أن إتقان اللغة الإنجليزية ساهم في زيادة التعاونات الدولية في المنطقة. تتماشى هذه النتائج مع الأدبيات الموجودة حول الإنجليزية كلغة تواصل عالمية، مما يبرز دورها في التجارة الدولية والتواصل. ومع ذلك، تعترف الأبحاث بالمخاطر المحتملة لتجاهل اللغات المحلية، مما يؤدي إلى تجانس ثقافية. نظراً لأن غالبية الموظفين يتميزون بأنهم من الأجيال الشابة، تشير الأبحاث إلى أن القوة العاملة الأصغر سناً تتكيف بسرعة مع التقنيات الجديدة. بينما يتفق معظم المشاركين، هناك أيضاً بعض، حتى في أدوار القيادة، الذين يشعرون بالشك، مما يبرز الحاجة إلى تدريب الموظفين. وهذا يشير إلى الحاجة إلى مزيد من التدريب حول فوائد تعلم اللغة الإنجليزية. تساهم هذه الدراسة في فهم كيفية تأثير اللغة الإنجليزية على ديناميات الأعمال داخل سياق إقليمي محدد.

**الكلمات المفتاحية:** نجاح تجاري، إتقان اللغة الإنجليزية، إقليم كردستان العراق، العولمة