

# **MODERN ON-LINE TOOLS FOR INTERNATIONAL BUSINESS COMMUNICATION**

*Svitlana Volkova, PhD. St., Assistant Professor, Mykolayiv Petro Mohyla  
State Humanities University in consortium with «Kiev-Mohyla Academy», Ukraine*

## **Problem statement**

Today's cooperative work with international partners and implementation of collaborative projects is widespread in all spheres of our life: business, education and others. It allows sharing experience between scientists all over the world in education sphere. Whereas providing international communication between all participants during work on joint project is essential part of cooperative work for modern company in any field.

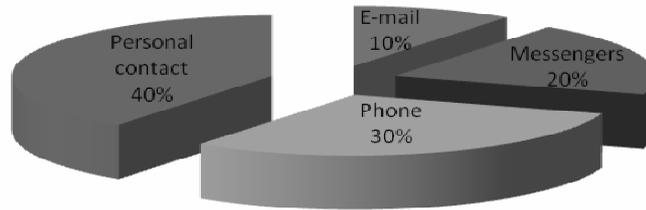
One of the reasons that decrease effectiveness of work of such virtual, territorial distributed project's commands is geographical remoteness between participants [1]. That is why the task of organization an effective communication process in international project's management with usage of modern information technologies is essential.

## **Analysis of tools for providing effective project's communication**

Modern progressive information technologies are able to provide effective communications between the participants of international project in any field. Web-technologies and video-conferences can be used for the complete or partial solving of this problem. The organization of interactive communication can be supplied by software that is presented at the market of progressive informational technologies [2].

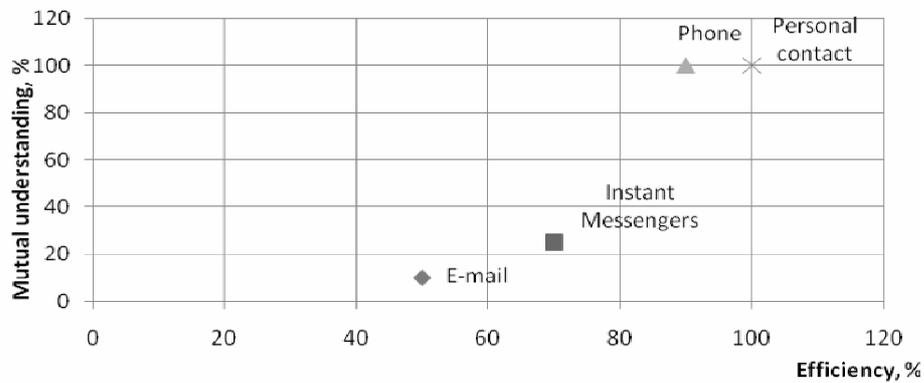
There is the list of such products: Skype ([www.skype.com](http://www.skype.com)), Yahoo Messenger (<http://messenger.yahoo.com>), IRC (<http://www.mirc.com/>), Miranda (<http://miranda-icq.sourceforge.net>), MSN Messenger (<http://messenger.msn.com/>), RQ ([www.rejetto.com/&RQ](http://www.rejetto.com/&RQ)), and others [3].

It is necessary to make a conclusion about usage of different kinds of communication such as: on-line messengers, e-mail, phone and personal contact during international projects (Fig.1).



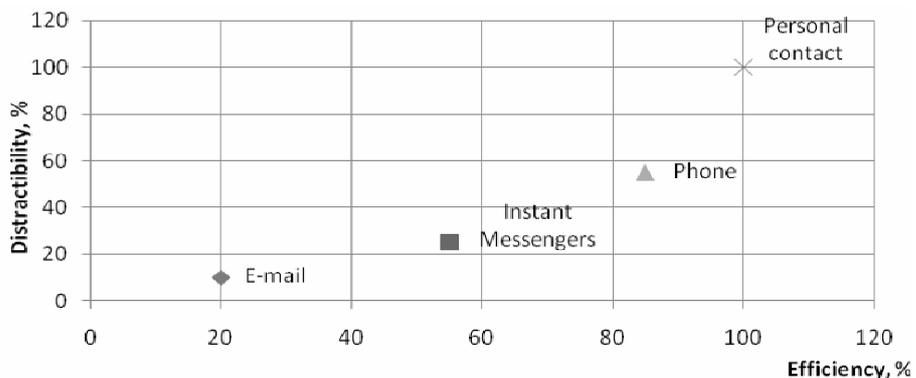
*Fig.1. Parts of Usability of Different Communication Types*

The dependency of the project’s distraction, mutual understanding in international project communication and their connection with project’s efficiency is demonstrated on Fig.2 and Fig.3.



*Fig.2. Dependency of Communication on Project’s Mutual understanding*

The mutual understanding between project participants is one of the critical characteristics to produce the successful service to the customers that directly connected with selection of project communications. As demonstrated on Fig.3, the highest degree of mutual understanding can be provided by phone and personal contact, the lowest – by e-mail.



*Fig.3. Dependency of Communication on Project’s distraction*

The distraction of communications is the next critical characteristic for producing the successful service that influences on project efficiency. As can be seen from Fig.3, e-mail is less distractible communication tool than instant messenger and phone, but it provides the least efficiency. Personal contact, compared to e-mail, provides the highest project efficiency, but it has also the highest degree of distraction of project participants.

Instant messengers are the alternative tool that supplies the effective project communications because of the low degree of distraction and middle degree of mutual understanding.

### **Conclusions**

Modern progressive information technologies are able to provide an effective communications between the project team members. The critical aspects of applying different kinds of modern communications define dependency of the main project's successful components such as mutual understanding and distraction. As a result of using different communications the instant messengers are determined as an alternative tool that supplies the effective project communications because of the low degree of distraction and middle degree of mutual understanding.

### **References**

1. Kerzner H. Project Management: A Systems Approach to Planning, Scheduling, and Controlling, Eighth Edition. John Wiley & Sons, 2003
2. Management's Guide to Project Success - [www.oft.state.ny.us/pmmp/managementguide/index.htm](http://www.oft.state.ny.us/pmmp/managementguide/index.htm)
- 3 . Project Management Body of Knowledge (PMBOK), 3 Ed. Project Management Institute, 2004, [www.pmi.org](http://www.pmi.org)