

- trade in services related to labor migration (payment of wages, social benefits, etc.);
- other services (advertising, consulting, agency, legal services, real estate services, franchising, etc.) [2].

Trends in international trade have been and remain key issues of economic development. From the state-political point of view, international trade can be seen as a special type of social relations that arise in the world economy in the process and exchange of goods and services between states that have their own foreign and foreign trade relations. According to WTO Director-General Roberto Azevedo [3]: «If countries work together, we will see much faster development than if each country were on its own.» Keeping markets open to international trade will help economies grow much faster.

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## **BUSINESS PROTOCOL AND ETIQUETTE AS A COMPONENT OF THE INTERNATIONAL ECONOMIC RELATIONS CURRICULUM**

At the dawn of the 21st century, labour market requirements dramatically changed. The recent tendencies show that employers are significantly interested in soft skills in job seekers since one of the priority issues in modern business circles is the ability to cooperate, find common ground with colleagues and clients, and consequently, create a harmonious business environment. For this purpose, it is vital to be aware and take into account the rules of business protocol and etiquette. The right choice of behaviour is important in today's business world, so this knowledge

can be an important factor in their personal success of professionals and the success of the company as a whole. Knowledge of business etiquette becomes a tool for career growth. The significance of business protocol and etiquette is stressed by many researchers [ 3; 7]. Bachofer, V., Franco Ruíz, C., and Vivas L., M. pointed out that this competence provides a competitive advantage in the labour market [2].

Researchers postulate that building efficient business relations with the international business environment significantly depends on the awareness of formal and informal protocol communication peculiarities, rules of business negotiations, meetings, conversations, small talks, etc. [1; 4; 5; 6]. Not least important are the rules of language etiquette, nonverbal communication, and knowledge of national and international aspects of business etiquette.

It is common knowledge that the adequate interpretation of the communicative behaviour of different cultures in divergent protocol situations significantly contributes to the establishment of effective business relations in international business environment. Every party of international contacts realizes that knowledge of a foreign language alone is insufficient for full-fledged intercultural understanding. Systematic knowledge of behaviour patterns, psychology, and culture of communication partners is of an essential need for this purpose. Consequently, the issue of the development of intercultural students' competence is relevant; an important component of this competence is business protocol and etiquette skills.

For this purpose, the «Business Protocol and Etiquette» course was developed for the third-year students of international economic relations at West Ukrainian National University. The course was designed to aim the development of students' comprehensive knowledge about national and international principles and rules of modern business protocol and etiquette and the ability to apply these principles and rules to run an international business effectively.

The course «Business Protocol and Etiquette» addresses the issues of relations between employees in international teams, use of office ITC, effective conducting of business meetings, negotiations, and formal and informal conversations, etc. Students should comprehend that compliance with the rules of business protocol and etiquette is an essential component of business success. Furthermore, knowledge of the intercultural aspect of etiquette rules can help prevent cultural conflicts and make collaboration with foreign partners more efficient.

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## **THE MAIN PRINCIPLES OF R. FISHER AND W.URY'S APPROACH TO THE NEGOTIATION PROCESS**

### **Introduction**

For the modern globalized business world, negotiations are becoming increasingly important. A significant reduction in barriers to trade flows not only increases competition but also increases business opportunities to penetrate other markets. In this context, it is crucial to select a successful approach to negotiations.

### **Discussion**

Zartman [3] differentiated five approaches in negotiation theory. The first is a structural approach. Within this theory, negotiated outcomes are considered to be structural features, which define each particular negotiation [3]. The idea behind this theory is a win-lose situation.

The second approach is strategic. It focuses on the role of goals in determining outcomes and presupposes a win-lose assumption.

Behavioral approach is the third theory distinguished by Zartman. The emphasis here is made on the role of negotiators' personalities which determine the course and outcome of negotiated agreements. This approach has a win-lose assumption as well.

The fourth approach is called a concession approach. The key idea is the focus on concession making behavior. Similar to the previous theories, it implies a win-lose assumption.

Finally, an approach developed by Roger Fisher, William Urey and Bruce Patten is principled negotiations. This method book *Getting to Yes: Negotiating Agreement Without Giving in* [2]. Fisher, Ury and Patten interpreted the definition of negotiation