



COMMUNICATION EXCELLENCE ETHICS IN BANKING AND FINANCE STUDENTS

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Annotatsiya: *Ushbu tezisdagi iqtisod, bank va moliya yoʻnalishi tinglovchilariga, talabalariga kommunikatsiya yuritish etiketini rivojlantirish hamda mehnat faoliyatida madaniyatli hodim sifatida turli muzokaralar olib borish, fikr almasha olish, muhokamalarda faol ishtirok etish va boshqa muhim meʼyoriy odoblarni egallash masalalari yoritilgan.*

Kalit soʻzlar: *kommunikatsiya, bank va moliya yoʻnalishi tinglovchilari, muammoni hal qilish, Amerika madaniyati, produktivlik.*

Annotation: *In this thesis, the issues of acquiring communication etiquette for economics, banking, finance students. As well as, there is discussed the ability to participate actively various negotiations, exchange ideas, productively participate in discussions and learn different important standard manners in the workplace.*

Keywords: *communication etiquette, banking and finance students, problem solving abilities, productivity.*

In the 21st century of Uzbekistan organizations and institutions are bound to suffer from severe communication, banking, finance and business problems recently. It is commonly accepted that communication in a banking and finance sphere constitutes the lifeblood of any organization. If any organization experiences to breakdown this rule of communication, it will arise numerous issues that would ultimately cause losing the productivity and workability of both employers and employees. To give one example is most of them to face difficulties understanding the non-verbal signals of foreigners and how to communicate in the appropriate English (business, bank and finance), using the right terminology and lingo in their productive skill development. Furthermore, understanding the methodology of “Professionalism” are becoming the main issue in most organizations. Moreover, carrying out individual’s responsibilities in accordance to the company’s values are lacking rather than not paying credits in banks. Instead of taking the above organizational conflicts and communication problems we simply try to address by implementing ethic rules.

We have different strategies about how organizations should measure their workplace progress with effective communication in US and Uzbekistan. The problems, might cause and cost company productivity and money. There are several goals planned to reach by this project. Firstly, it has intended to learn the US experience about communication excellence in the business, bank and finance sphere. It will be considered that people in the US have cognitive trust, which involves confidence in one’s competence, abilities, and experience in the society. If one enters into a business relationship, trusting



that person has the skills and knowledge to do a good job. In addition, in the US, it is necessary to share clear and consistent messages that support the banks and financial institutions customer relationships in the practice. The main goal of this project is to implement the US business and communication etiquette by experts in these field to social entrepreneurs, Central and commercial bank employers, employees and to academy staff, educators and MBA, MSc, PM (Project Management) students in economics fields in Uzbekistan.

Target audience of this project are the Central bank, Commercial bank employers and employees, young male and female entrepreneurs, university staff, educators and students who are studying in economics. Since we are intending to organize different educational masterclasses, workshops about cultural activities regarding to the business and communication ethics with US Iowa university professors, we decided to target these groups specifically. They support deep understanding and discuss communication topics of mutual importance of American citizen communication rules in both formal and informal ways in the banking and finance field by workshops and master classes.

Communication excellence ethics in banking and finance students objectives are the following:

Increase exposure to understanding of the US communication ethics through organizing activities and workshops, which is focused on mutual values between two countries;

Planning to establish formal Zoom meetings, workshops, round table discussions, international conference partnerships between United States and Uzbekistan experts on the intended field. As a result, youth business skills and communication excellence skills successfully increase according to the value of cultural heritage of the US on business and communication.

Firstly, it is significant to plan organizing activities, which help to understand cultural norms of communication excellence in the US. Secondly, increase economic empowerment of business, bank and finance spheres employers and employees through American existing cultural ethics that support good relations and productivity. Thirdly, to strengthen cultural ties of implementing policies and practices on communication excellence and promote creative communication where intended to be supplied by the American experts.

We are expecting to enhance the target audience's effective communication skills, clearly understand corporate culture through US communication excellence rules and training business partner's oral and written communication skills. If Uzbek male and female entrepreneurs, students, educators, the Banking and finance academy staff want to succeed in the post-global arena of the 21st century, this project will provide the answers regarding to communication excellence etiquette. There are several communication excellence principles which is selected by the author of this thesis. Additionally, we are intending to discuss:

Participants will increase their cultural awareness and understand the main values of communication in the USA;



Developing awareness and understanding of how business is run and organized in the USA;

Understanding the American direct communication style: manners of speaking, eye contact, personal space, appropriate language, and terminologies successful negotiation and participating meetings;

Understanding values of the American culture: time, organizational values, business values, rules and USA process oriented culture, American professionalism, how business relationships and communication are controlled in the USA. How digital and virtual communication industry in the US business mindset;

Serious problems that listed above might cause and cost company productivity and money. When you think about communication in the workplace, as an employee you may not think about what poor communication can cost the organization you work for. But it's not only affects the productivity of the organization, and employers no effort organizational conflicts and communication problems also. For example, Americans are direct in the way they communicate. They value logic and linear thinking and expect people to speak clearly and in a straightforward manner. Time is money in the U.S. and therefore people get to the point quickly. Communicating virtually is very common with very little protocol or formality is required in the verbal interaction.

USED LITERATURE:

1. How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships. Leil Lowndes (Author, Narrator), Joyce Bean (Narrator), Brilliance Audio (Publisher). Audible Audiobook.
2. Think Faster, Talk Smarter: How to Speak Successfully When You're Put on the Spot. Audible Audiobook – Unabridged. Matt Abrahams (Author, Narrator), Simon & Schuster Audio (Publisher)
3. The handbook of communication ethics. Georgy Cheney, Steve May, Debashish Munshi. 2021. New York : Routledge