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THE ROLE OF ENGLISH IN THE INTERNATIONALIZATION OF MOLDOVAN BUSINESSES

ROLUL LIMBII ENGLEZE ÎN INTERNAȚIONALIZAREA AFACERILOR DIN REPUBLICA MOLDOVA

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Abstract:*Pentru întreprinderile din Republica Moldova care sunt axate pe extinderea activității pe piețele internaționale, cunoașterea limbii engleze constituie un factor crucial pentru creștere stabilă, competitivitate echitabilă și succes durabil. Scopul acestei lucrări este de a investiga rolul limbii engleze în procesul de internaționalizare a companiilor moldovenești și de a evidenția importanța dezvoltării competențelor lingvistice pentru integrarea acestora în economia globală.*
Cercetarea se bazează pe analiza website-urilor companiilor locale, examinarea anunțurilor de angajare și aplicarea unui chestionar menit să investigheze percepția participanților privind importanța limbii engleze în mediul de afaceri. Metodele utilizate combină analiza documentară, compararea datelor și interpretarea rezultatelor colectate. Constatările finale indică că limba engleză este cel mai frecvent utilizată în comunicarea cu partenerii internaționali, în redactarea contractelor comerciale și în mediul online al organizațiilor. Totodată, cunoașterea limbii engleze reprezintă adesea un criteriu esențial în cerințele de recrutare a personalului, în special în domenii precum IT, marketing, management și comerț internațional, unde cunoașterea acestei limbi devine crucială.
Key words: *limba engleză, competențe lingvistice, internaționalizare, afaceri, website-uri, piața muncii, anunțuri de angajare.*
JEL CLASSIFICATION: F23, J24, M16.

INTRODUCTION

Global integration has greatly changed the way companies operate and communicate. In today's economic environment, businesses progressively interact with partners, clients, and investors from around the world. English has become the main language of international business, trade and professional communication. Many international organizations and networks use English as their primary working language. Thus, English as a lingua franca dominates work environments in the international market - and sometimes even in national markets - and also holds an important position in higher education institutions (Panainte, 2018).

In the Republic of Moldova, the business environment is potentially plurilingual. Romanian is the official language and Russian is also widely used in trade interactions. Nevertheless, English is emerging as a major influence in multinational dealings and trades. Especially when Moldovan companies work with partners from the European Union, the United States and other global markets.

This research aims to explore the role of English in the internationalization of Moldovan ventures by examining its presence on company websites, job advertisements and perceptions in the business community. Furthermore, it investigates how English mastery contributes to competitive advantages in export activities, foreign investment and digital marketing.

CORE CONTENT

English is now the global language of business communication (Crystal, 2003). Companies often adopt English as a corporate language to simplify internal communication and facilitate cooperation with international partners (Neeley, 2012). In Moldova, outsourcing and IT companies rely heavily on employees with strong English skills. About 80% of companies in the business

services sector use English as a working language for European and American clients (ABSL Moldova, 2025).

Contracts and negotiations with foreign investors are frequently conducted in English. This reduces communication barriers and supports international cooperation (Nickerson, 2005). Studies also show that using English in corporate communications increases the credibility and professionalism of Moldovan companies in international networks.

Moreover, English skills are linked to innovation and knowledge dissemination. Companies with English-speaking employees can access international research, participate in global conferences and apply best practices from other countries. This highlights the strategic value of language skills beyond basic communication.

This research uses a combination of qualitative and quantitative methods to evaluate the importance of English in Moldovan businesses.

Initially, an analysis of several Moldovan company websites was conducted to determine whether they provide an English version of their online content. The presence of English-language interactions reflects companies' efforts to communicate with transnational partners and customers.

Subsequently, job advertisements published on online recruitment platforms were examined in order to identify how frequently English language skills are required by employers. Particular attention was paid to sectors such as IT, marketing, finance, management, and international trade.

Finally, a questionnaire was designed to evaluate perceptions regarding the importance of English in business activities. The survey targets students and professionals involved in economic fields and aims to estimate how language skills influence career opportunities and international collaborations.

RESEARCH RESULTS:

Company Websites Analysis

Many Moldovan companies with international operations provide English versions of their websites to communicate with foreign partners and clients. The quality of content varies, with larger enterprises offering comprehensive information on services, corporate structure and investor relations, while smaller companies often provide limited English content or none at all. The analysis shows that companies engaged in export or international client services are more likely to provide full English content.

Table 1. Presence of English Language Versions on Moldovan Company Websites

Company	Industry	Website	English Version
FlyOne	Aviation / Air Transport	flyone.md	Yes
Moldcell	Telecommunications	moldcell.md	No
Orange	Telecommunications	orange.md	No
Moldpres	Media / News Services	moldpres.md	Yes
Moldretail Group SRL	Retail Trade	data2b.md	Yes
Simpals	IT / Online Services	simpals.com	Yes
Bucuria SA	Confectionery	bucuria.md	Yes
Moldtelecom	Telecommunications	moldtelecom.md	No
StarNet	Telecommunications	starnet.md	No
Purcari Wineries	Wine Production	purcariwineries.com / wine.md	Yes
Cricova SA	Wine Production	cricova.md	Yes
Optimum Web	IT / Software Engineering	optimum-web.com	Yes
ProCredit Bank	Banking / Financial Services	procreditbank.md	Yes
Moldindconbank	Banking / Financial Services	micb.md	Yes
MAIB	Banking / Financial Services	maib.md	Yes

Lagmar Impex SRL	Construction / Real Estate	lagmar.md	Yes
Rogob SRL	Meat Processing and Manufacturing	rogob.md	No
Efes Vitanta Moldova Brewery SA	Beverage Manufacturing	efesmoldova.md	Yes
Nefis SA	Confectionery	nefis.md	Yes
Franzeluța SA	Bakery / Food Manufacturing	franzeluta.md	No
Carmez SRL	Food Manufacturing	carmez.md	No

Source: author's research based on official company websites, 2026

Job Advertisements Analysis

The analysis of job advertisements provides valuable insight into the role of English language skills in the Moldovan workforce sector. By examining positions across different sectors, it is possible to observe how frequently English is mentioned as a requirement and how its importance varies depending on the nature of the job. This approach allows for a better understanding of the practical demand for English in professional contexts and highlights its relevance in supporting communication, employability and integration into international business environments.

Table 2. Job Advertisements Requiring English Language Skills in Moldova

Sector	**Position**	**Recruiting Site**	**English Requirement**
Customer Support	Specialist	Rabota.md	Optional advantage
Customer Support	Agent	Rabota.md / Lucru.md	B1+Level
Customer Support	Representative	Rabota.md	Strong communication abilities, B2+ level
Travel and Sales	Manager	Rabota.md / Lucru.md	Yes
Travel	Agent	Rabota.md / Lucru.md	English for communication and technology
Customer Support and Sales	Manager	Rabota.md	Yes
B2B Sales	Manager	Lucru.md	Mandatory English A2-B1 level for communication
Translation	Translator	Rabota.md / Lucru.md	Fluent for writing and communication
Recruiting	HR / D2D Sales Agent /Specialist / Team Leader / Manager	Rabota.md / Lucru.md	Not mentioned
Logistics	Manager	Rabota.md / Lucru.md	Optional advantage
Logistics	Import Specialist	Rabota.md / Lucru.md	Medium English for correspondence with external suppliers
IT	Help Desk / Support Specialist / Workforce Planner	Rabota.md	Advanced level
IT	Business Analyst	Lucru.md	For speaking and writing

Source: author’s research based on local recruiting platforms, 2026

Questionnaire Results

In the context of globalization, English is increasingly recognized as an essential skill for communication and career development. The following research is based on a questionnaire aimed to analyze the role and importance of the English language in education and professional activity. The data analyzed in this survey was obtained from employees and managers working in companies that operate in different economic sectors in Moldova.

The study includes questions related to respondents' demographic characteristics, their level of English fluency, and the frequency and context of language use. It also explores their perceptions regarding the importance of English in business, where more than 70% acknowledged positively, its impact on employment opportunities and their willingness to improve their language skills for future career advancement.

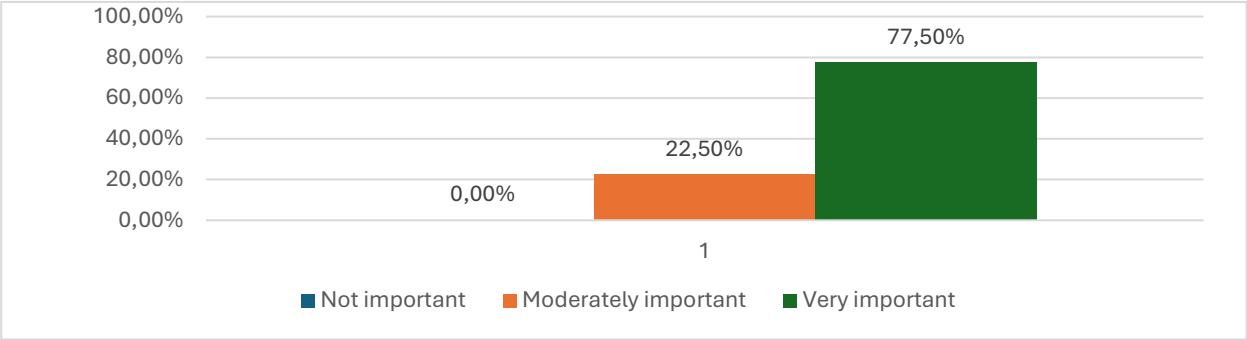


Figure 1. Importance of English

Source: developed by the author, 2026

CONCLUSIONS

The inquiry highlights the significant role of English in the internationalization of Moldovan businesses. As companies increasingly participate in global markets, the ability to communicate effectively in English becomes a key competitive advantage.

The investigation suggests that English is widely used in international contracts, corporate communication, and digital platforms. Additionally, employers frequently require English proficiency when recruiting employees, particularly in sectors connected to international trade, outsourcing services or information technology.

Developing English language competence can therefore enhance the competitiveness of Moldovan enterprises and improve their ability to cooperate with international partners. Augmenting language education and professional training may play an influential part to the thriving integration of Moldovan businesses into the global economy.

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