

Entrepreneurial linguists needed

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Business men sitting at the lawyers's desk. People signing important documents.

LETTERS: The global economy has started to grow gradually since the world is under the Covid-19 endemic phase.

New business opportunities allow entrepreneurs to start businesses. In trying to support this, institutions of higher learning also encourage students to be involved in entrepreneurship.

One effect of globalisation is entrepreneurship is no longer restricted to physical boundaries. Businesses have grown in a diversified environment involving different cultures and languages.

This also means an efficient entrepreneurship needs language proficiency. One needs to pursue entrepreneurial linguistics knowledge. This skill is important when one tries to understand other cultures.

Having this skill helps one to convey and share ideas with entrepreneurs of other nations.

An entrepreneurial linguistics study programme offers global business competency by encouraging students to engage in collaborative work with people from varying backgrounds.

The ability to deliver the idea through communication feeds the competency. Michael Lounsbury and Mary Ann Glynn (2001) argue that the "language used by entrepreneurs shapes how resource providers evaluate the wealth-creating potential of ventures, thus influencing the resources that are invested".

Entrepreneurial success involves being a part of the community of entrepreneurs, sharing ideas and supporting each other. So, to be accepted into that community, entrepreneurs need to be conversant with current topics and terminology.

To acquire this, entrepreneurial linguistics skill is a must. For the past few years, globalisation and liberalisation went through rapid changes that had caused economic upheaval.

As a result, it shrunk recruitment opportunities and altered traditional employment conditions by absorbing more students.

Hence, a significant percentage of graduating students started their own ventures as their permanent career option. This will help them to become the primary reservoir of manpower and skills, for future entrepreneurship.

Students' involvement in entrepreneurial activities boosts national economic growth. To ensure entrepreneurship is a success, it is important for universities and colleges to offer an entrepreneurial linguistics study.

Such a programme helps students to mould the language they use, enabling them to interact and feel the thoughts of their customers.

Many researchers stress that language ability is a fundamental resource for start-up accomplishment and continued profit maximisation beyond solely economic terms.

This entrepreneurial linguistics study also emphasises language-emotional attachment, helping the entrepreneur to consider the feeling and reactions of business counterparts as well, signifying the role of language in fostering relationship.

Successful communication can penetrate the global market. Such a skill encourages potential aspiring entrepreneurs to be more critical and innovative, be aware of business opportunities, and use support networks to get into business ventures.

Language and entrepreneurship are mutually bonded. It enables the assimilation of ideas that improves communication networks.

So, it is time for educational institutions to offer entrepreneurial linguistics study to achieve the above mentioned objectives.

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