

Alina Bokhan
*Doctor of Economic Sciences, Docent,
Professor at the Department of World Economy
State University of Trade and Economics*

Бохан А.В.
*доктор економічних наук, доцент,
професор кафедри світової економіки
Державного торговельно-економічного університету*

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COMMERCIAL DIPLOMACY: ACTIVATING NEW FUNCTIONS

КОМЕРЦІЙНА ДІПЛОМАТІЯ: АКТИВІЗАЦІЯ НОВИХ ФУНКЦІЙ

The global dimension of the transformation of the sphere of international relations indicates the emergence of new forms of diplomacy between countries. Political, economic, environmental, pandemic, military and other threats affect these processes. The nature of these trends is connected with the need to develop the field of commercial diplomacy as a component of economic diplomacy. Dynamics of activity and diversity of participants in international activities, geography of export-import movement of goods, international business networks, information and innovation technologies in the business environment – renew the functions, mechanisms, forms and methods of diplomacy.

The need for integration of politics, economy, and ecology is discussed at various diplomatic platforms and annual meetings of politicians, diplomats, and businessmen. Because diplomacy is able to strengthen the formation of new ties between governments, international organizations, state, private and public entities. Importantly, the World Economic Forum reports have a message that business leaders are interested in building a more sustainable, inclusive and progressive economic system of the future.

Therefore, the mobility of subjects of commercial diplomacy must be considered in the context of the expansion of functions: integration of various levels of participants in trade and economic activity; popularization of investments in the field of informatization of the economy; connecting business to clusters of economic and environmental diplomacy; expansion of the diplomatic agency network; stimulation of interactive international economic dialogue; increasing the dynamics of the use of information technologies in commercial diplomacy.

Commercial diplomacy belongs to the sphere of foreign economic activity and is one of the most effective means of its implementation. It includes political and diplomatic support and lobbying for domestic exports, purposeful influence on partners, use of financial, resource and other means of pressure. The agenda of the international diplomatic community is a combination of various components in the negotiation process (current standards, market parameters, success indicators, performance indicators). The main requirements for the formation of an environment for the activation of interactions of the participants of diplomacy: mobility, innovativeness, progressiveness, reactivity. Functions in expanding the forms of international contacts: analytical, mediation, image, patronage.

Currently, the focus of commercial diplomacy is global, regional and local environmental problems of humanity. There is an understanding that their solution is possible under the conditions of political consensus, international consolidation and financial and economic support. This requires the involvement (or constant participation) of agents of commercial diplomacy in various areas of business: "socially responsible", "green", "responsible", "eco-friendly", "systemic", "eco-balanced", etc.

Therefore, the economic priorities of the country's development should be included in environmental diplomacy at different levels: 1) strategic (international partnership); 2) integration (participation of integration associations, intensification of international business, cross-border cooperation); 3) organizational (diplomatic support for initiatives of countries, international platforms for economic, business and public communications, etc.) [1]. The introduction of a new format of mobility of commercial diplomats should ensure: formation of a higher level of transparency and initiative in intercultural communications; creation of prerequisites for carrying out national economic reforms; encouragement of market subjects to improve professional competences.

The new millennium is not only a progressive, but also a crisis, dangerous and provocative nature of social relations. This causes the generation of new impulses of political and socio-economic tension in the countries/regions of the world. At the same time, forms of rivalry, competition, confrontation, or feigned partnership can have their own "disguising attribute" in order to strengthen countries' positions on the world stage.

Man-made civilization of mankind is complex and evolutionarily fast, there are positive and negative effects for all countries (insiders and outsiders of the global economy). The future development of humanity will not avoid the aggravation of economic contradictions between the centers and peripheries of the world, as well as the global resource crisis.

In particular, according to the version «World Economic Outlook: Navigating Global Divergences» (International Monetary Fund, 2023), the global economy suffered the largest shock of the past 75 years. After a strong initial rebound from the depths of the COVID-19 pandemic, the pace of recovery has moderated. Several forces are holding back the recovery. Some reflect the long-term consequences of the pandemic, Russia's war in Ukraine, and increasing geoeconomic fragmentation. Others are more cyclical, including the effects of monetary policy tightening necessary to reduce inflation, withdrawal of fiscal support amid high debt, and extreme weather events» [2].

Against this background, the main tasks of commercial diplomacy are to change the structure of negotiations and forms of institutional cooperation in the context of mechanisms for the protection of national interests, etc. Cooperation within the framework of international contacts provides an opportunity to accumulate resources, to form economic efficiency and social effect. Modern international interactions are also correlated with political, market and competitive processes. Because there are controversies, contradictions and double standards in international politics.

Commercial diplomacy analysts focus on this definition of: 1) dynamics, forms and nature of changes in national (regional, world) markets; 2) degree of loyalty, ambition, reactivity or confrontation of competitors; 3) tactics and strategies of competitors, their culture of market behavior; 4) mechanisms of coherence, rhythm and constructiveness of overcoming conflicts; 5) the nature of recovery of export-import activity in difficult conditions (force majeure, cataclysms, wars, etc.). Activation of new functions of commercial diplomacy is also important for Ukraine. Martial law influenced the actions of Ukrainian diplomats for the purposes of: international and European consolidation, protection, security and peace; receiving military, economic, technical and humanitarian aid from partner countries; expansion of the network of diplomatic missions abroad.

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