

Language and Business: a Study of the Russian-Speaking Market (Russosphere) (Summary)

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The Russian-speaking market or Russosphere, with Russian as its lingua franca, is considered one of the world's economic zone networks mediated by language and immigration. Based on a discussion of shared history, culture, values, and language-connected sphere, when we aggregate the market size by major languages, the Russosphere mirrors the size of those for Arabic and Portuguese. Delving into the Russosphere, the Russian language plays a crucial economic role, one that is irreplaceable given the various ethnic languages of each country in the region, hence promoting the establishment of the Russosphere via a reduction in transaction costs. On the other hand, outside the Russosphere, the fact that Russian has become the common trade language in place of English, the global-standard business language, non-Russian speakers face the likelihood of additional overheads in the form of higher transaction costs.

Keywords: Russian-speaking market (Russosphere), common trade language (lingua franca), business language, transaction costs, foreign direct investment

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