

Angelika HechtI (WU Vienna)

Russian as a lingua franca in Central Asian business communication

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Focusing in particular on Kazakhstan, this talk will discuss the role of Russian as a lingua franca in Central Asian business communication. In light of qualitative interviews, the future prospects and developments of Russian as a lingua franca in the region will be explored. Moreover, I will examine the function of national languages and the possibility of a substitution of Russian for English as an international language for business communication in Central Asia.

Angelika HechtI has studied Russian and Ukrainian language and literature in Vienna and Moscow. She is a teaching and research associate at the WU, Vienna University of Economics and Business, where she is presently working on her doctoral thesis on "Russian as a lingua franca of business in Central Asia".