Contents

	Abbreviations	vii
	Introduction	1
1	The Role of English in the Global Community	5
	Theoretical Perspectives on the Spread of English	5
	World Englishes	8
	English as a Lingua Franca	11
2	BELF	18
	Conceptual Background	19
	From the Research Perspective	19
	Defining Features of BELF	22
	Global Communicative Competence	48
	Summary	51
3	The Use of English in the Bosnian Context	53
	A Historical Overview	53
	English in B&H Today	56
	Bosnian Business Context and the Role of English	57
	Research on Business and English in B&H and Neighboring	
	Countries	61
	Summary	64
4	Business Communication in B&H from the BELF Perspective	66
	Rationale of the Study and Research Questions Addressed	67
	Research Design	68
	Sampling and Participants	69
	Research Instruments, Procedures and Administration	76
	Data Analysis	84
	Research Findings	85
	Interpretation of the Results	156

vi Reconceptualizing English for International Business Contexts

5 Conclusions and Implications	182
Conclusions and Implications for Business Practitioners	182
Conclusions and Implications for Educators	183
Suggestions for Researchers	188
Final Remarks	189
Appendix	
References	
Index	