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<input type="checkbox"/>	Doctor's thesis

Subject	International Business	Date	26.1.2004
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		Number of pages	142
Title	The use of translation services Case: International companies in the IT-industry in Finland		
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Abstract	
<p>International business is becoming ever more global and vast linguistic skills are required to manage international and localised business-making. However, even though the importance of languages, and hence translation, is recognised, research on translation in a business context is lacking. Thus, a need for studying translation clearly exists.</p> <p>The purpose of this study is to analyse the use of translation services in international companies in the IT-industry in Finland. The sub-problems of the research area are: why are translation services bought, how are translation services bought, and how is the use of translation services experienced. Translation services are regarded as a professional service, hence most theoretical aspects are built from theories from the professional service literature. The research approach in this thesis is qualitative. The study is a multiple, comparative case study where research data is collected from individual interviews.</p> <p>The case companies were asked about the reasons for buying translation services. There was to be noticed four most obvious reasons for outsourcing translation: reasons of cost, lack of resources, lack of skills, and the internationalisation of business. Hence, the reasons why translation services are bought clearly follow the general tendency of outsourcing in today's business. Even though the amount of outsourced translations is vast in most of the case companies, the role of translation in managerial or budgeting terms is still rather small in most of the case companies.</p> <p>When asked about how translation services are bought by the case companies, it was found out that the case companies prefer using only one or few service providers to handle their outsourced translation needs, and hence the case companies do not competitively bid the translation agency with each translation need. Referrals are not used in a systematic way when choosing a translation service, but the importance of referrals is still acknowledged. With single translation assignments the established, routine modes of action define the buying behaviour of the buying centre inside the company, and any other influencing factors are not seen to influence the buying behaviour.</p> <p>When asked about how the case companies experience the use of translation services, customer satisfaction as a whole was found to be a construct of expectations, value and quality, of which quality is seen as the strongest component. The case companies confirmed trust to be highly essential in having a good relationship and creating customer loyalty. Various switching barriers, such as risk and switching costs, were also found to create unwillingness to switch the translation service provider(s) the case companies use. Customer loyalty was seen to affect the translation service experience in terms of what a good relationship tolerates, forgives and forgets.</p>	
Key words	Translation services, professional services, professional service buying, professional service experience
Further information	