Quality and operational standards over small and midsized translation service providers in Europe and the USA.

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Date:	2th of August, 2013

UWIC MBA PROGRAM

Supervisor`s statement

Supervisor Name: Assoc. Prof. Stevenson, Robert

   I acknowledge the above named student has regularly attended the planned meetings and actively engaged in the dissertation supervision process. He has provided regular timely draft chapters of the dissertation and followed given guidance. He is very proactive and enthusiastic throughout.

Signed:

Assoc Prof.Prof. Robert Stevenson

Acknowledgments

Abstract

The present study aims to analyze the effects of governmentally imposed Standard EN15038:2006 over European and USA small and mid-sized written translations service providers - TSP. The research focuses on valuable measurement techniques, control models and management strategies related with quality of service. This dissertation explores the size market on a world, European and local scale. Various opportunities for penetrating the European market are reviewed. Numerous standards are briefly compared to the scoped EN15038:2006. Regulations and instructions of standard are related to the valuable quality models.

The research problem is defined by aims and objectives. They are adopted by research questions in order to test certain hypotheses. The research design includes secondary and primary data collection by methods, approaches and techniques defined to the Methodology chapter.

Literature review is the main component of this work which enlightens important facts to the topic. Secondary data is derived from academic articles and journals, industrial reports and surveys and institutional documents. The project adopts primary research of three focus groups separated from the total population. Probability sampling is used to collect Qualitative data by semi-structured interviews. Quantitative data is collected by non-probability sampling by questionnaires.. Data and content are presented in Findings chapter. The Discussion chapter provides answers of research questions and tests hypotheses using triangulation technique..

Conclusions are referred to Introduction chapter, summarizing valuable insights to the topic. In order to operate on the European and USA market, mainly processing simple institutional documents a TSP has to comply with governmental rules in the form of contract. There are thriving opportunities for European and USA TSP`s in European market, but significant investments of quality tools are required. Standard EN15038:2006 performs poor and represents threat if imposed compulsory to smaller size of TSP`s.

In Recommendations chapter are clearly expressed gaps in literature and interesting themes beyond the scope of this research for future research.

Key words: Translation, European and USA, Standard EN 15038:2006, Quality, Management, Market

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Key to Abbreviations

TSP - Translation Service Provider

MFA- Ministry of Foreign Affairs

BDS - European and USA Institute of Standardisation

CEN - European Committee for Standardization

EU - European Union

EUATC - European Union of Associations of Translation Companies

PM - Project Management

TM - Translation Memory

MT - Machine Translation

Chapter one

1. Introduction

The introduction is intended to provide initial understandings about the research area. The insights of translation fundamentals, translation as a business and translation market are described. Research problem is stated to create frame of investigation. The purpose of the study, and aims and objectives are explored to present hypothesis and supporting research questions. Additionally, the author's contributions will be stated.

1.1 Background and rationale of the research

1.1.1 Translation

Translation represents a valuable tool of communication. It enables people in this increasingly interdependent world to collaborate and take part in the construction of common future, without the need to renounce their own language, integral fraction of every nation`s distinctiveness and culture (ECDGT, 2010a). Translations can vary from interpreting to web localisation, but the scope in this study is written translation. The exact meaning of written translations is transformation of information from a source text (ECDGT, 2010b), (Nida, A., 2003) into a well-written text, lacking spelling, grammar and punctuation mistakes, (Rueda K. 2010) in the target language. However, the target language text shall be entirely different in meaning from the source language (Schiaffino R, et. *al* (2006). As Delchev, A., cited in ECDGT (2010b) "Text translating is the slowest and most in depth reading." in means of transforming text into the target language without need of the original text. As numerous authors Chriss R. (2006), (Jorgensen J. 2008), (Hemera A., 2008) argue, basic fundamentals of translation are ethics behaviour, negotiation, relationship and trust. Translation is considered a fine art and craft dedicated to deep knowledge. Translations are handled to translators which have knowledge of the source and target language culture.

1.1.2 Translators

Translators are people that are able to construct bridges between languages. Transmitting information into certain language originally conceived is reproduced by specifically driven culturally diverse (ECDGT, 2010a).A perfect translated source text achieves a harmony in sound, form, and importance (Nida, A. 2003). To conduct perfect written translation a translator shall detect all the nuances within the source text in order to correctly reproduce it in the course of translation (ECDGT, 2010b). Translators who conduct written translations have analytical minds, motivated for more knowledge and having sense of initiative and self management (ECDGT, 2010a), (ECDGT, 2010b). This transforms into skills of intercultural knowledge such as search skills and terminological research abilities. Translators typically operate within a narrow range of languages and have well developed awareness in some specialized fields, such as finance, law, medicine etc. (Postus, W., et *al,* 2002). Very few translators ever expand their in-depth knowledge in more than a few fields. There are two general types of translators.

1.1.2.1 Freelance translators

External contractors named freelance translators are those who work from home. Usually projects are handled in a high level of coordination (Fountoukidis K. 2006). In order to accomplish popularity and long-term success every translator manages his or her self-one-person work (Hemera A., 2008). Translation of large documents can be shared among several translators in parallel, to efficiently reduce project time (Postus W. et *al* 2002). Freelance translators are contacted trough online network communities (Jorgensen, J., 2008).

1.1.2.2 In- house translators

Specialist translators are hired on fulltime employment. They are labelled in-house translators (Ballance, C., 2007). Their main purpose of them is providing quality control throughout conducting acceptance of translation project handled to freelance translators (Steiert, A. 2010) and coordinate the process (Postus, W. et *al,* 2002). An in-house translator may know two or three languages and can bridge gaps and faults found in translation projects (Nagy C. 2003).

1.1.3 Translation project

Translators receive written texts for translation in the form of **projects**. Projects are handled privately from agencies and companies (Nagy, C., 2003), (Hemera, A., et *al* 2008), (Jorgensen, J., 2008), (Elefterova, E., 2013). Basically, projects are handled with relation to reputation of translators in the given field and with respect for business ethics. As Chriss, R. (2006) stated, ethics begin with privacy. Translators are often privy to secret and/or commercially classified information from translation agencies (Duncan, R. et. *al,* 2010).

1.1.4 Translation agencies

Translation service providers (**TSP's**) or translation agencies are organizations that incorporate and manage translator activities according to the specific demands of customers. There are a relatively small number of translation firms with global presence, but most of them are specialized in nature (Beninato, R., et *al* 2007). In the global marketplace, companies require to reach customers in many nations who communicate in different languages and sell goods abroad (Jorgensen, J., 2008), (Rueda, K., 2010). Unlike manufacturing and sales, written translation service market is set of business activities which involve delivery of written translation service in a timely manner. (Duncan, R. et *al,* 2010), (Joscelyne, A. et *al,* 2007). As, Schiaffino, R. (2006), argues translation service project passes trough stages in provider-process-product model which adopts the tools of trade. Added value in translation is the most important for the business formula, setting together complex task of control into multilingual environment (Holland, P. 2004, pp. 254–260). This converts into a necessity for excellent quality measurement, advanced quality control and the adoption of quality management strategies (Fountoukidis K. 2006), (Scofield, M. 2007), (Orr Price S. 2008), (Knowles G. 2011). The differentiator is operational efficiency. TSP's that provide well organized, efficient processes at the lowest possible cost prevail. However, in relation to technological development, the culture of creativity and craftsmanship has prevented embracing and fine-tuning advances at the same pace as other industries (Joscelyne A. et *al* 2007).

1.1.5 Translation Industry

Written translation service market is commonly named translation industry represented by TSP`s, but actually this is not an industry or commerce. As Zetzsche, J., (2006) describes it, the prime difference between industry and commerce is that service organisations, keep no inventories. The first data pertaining to the translation industry stated Steiert, A., et *al,* (2010), was recorded in the late 1990s, in the US. Today the written translation service market as Nagy C. (2003) describes it, is a buyers' market. Factors that determine the operation and maturity of this industry are based on market, growth, quality in translation, quality in service and standard regulations. (Hemera A et *al 2008).* The translation industry is the most fragmented, labour-intensive market in the world (EUATC, 2006), (Joscelyne, A., 2007) because of the large number of freelance translators. In 2008 report stated that the majority of TSP`s employed less than five in-house employees, proving the large proportion of freelancers in the market (DePalma D., 2008).

1.2 Problem statement

In the 50s and 60s written translations in European and USA was conducted by municipal "Translation bureau" under governmental organizations 'integrated services" (Economic-BG, 2012). The translations made were legalized by the MFA (Radoslavova, S., 2012). Legalization as described by Frame, I., (1986) is the procedure whereby a translated document going abroad is taken to the consulate for unique certification of the authenticity and signature and/or seal on it. This certification is adopted by Hague Convention of 5 October 1961 and as explained by Graveson, R., (1961) is affixing form of wording labelled *Apostille* to documents. These type translations are concerned mainly with simple institutional documents such as commerce, property, birth, marriage, divorce and death certificates. Very nuts-and bolt type documents, in which quality is simplified to accuracy and formatting. At the beginning of the 1990s, translation services in European and USA have been decentralized. Many smaller agencies appeared on the market working under the regulation of governmental Ministry of Foreign Affairs /**MFA/** (Economic-BG, 2012). These government regulations are from 1958 year. (Stefanov, S., 2013), (Radoslavova, S., 2012). In order to work under these regulations a TSP its translators shall confirm (Ivanova, M., 2012), (EUATC, 2009) following these main rules:

- Translator: possession of linguistic higher or secondary diploma for education with enough minimum of particular foreign language.

- Affidavit declaring liability under the penal code before a notary, making a translator "sworn"

- TSP signed a contract with Consular department for ensuring accuracy and style of documents for translation

As a consequence of private TSP`s and this regulations unskilled and poor quality "sworn" translators start to be able to conduct translations. The Consulate directorate MFA, (MFA, 2013), (Ivanova, M., 2012) discontinued practice of translation quality assessment and translation quality control of any translated and legalised documents. The TSP`s suffer from poor quality and inaccurate execution of service (Ivanova, M., 2012) leading into international lawsuits for poor quality in translations.

In order to overcome all this issues MFA, (MFA, 2013) calls a meeting to introduce requirements to ensure the quality and reliability of the TSP`s, as well as a legal framework for the written translations (Elefterova, E., 2013). However, on the negotiating table were invited representatives of few of larger TSP`s (Radoslavova, S., 2012). The conclusions were that government must impose European quality standard 15038:2006 to all TSP`s which sign contract as compulsory measures in order to innovate regulations from 1958 and improve the lost quality in the industry.

However, the translation industry reports that this new regulations will affect about 2,000 TSP`s. About 80% or 1600 of them are small and mid-sized translation agencies which are in danger of bankruptcy (Gancheva, S., 2012). That is the number of small and medium TSP`s in European and USA. Standardization means more costs for business and bankruptcies of smaller companies, mainly in the countryside. According to data from the sector in the capital city only about 5% of revenues for the translation come from official documents and the remaining 95% of services from businesses and public procurement. In the rest of settlements, however, is just the opposite (Radoslavova, S., 2012).

1.3 Purpose

The present research scopes small and medium size TSP`s, written translation service buyers in European and USA and translators who process translation projects. The study explores and empirically analyses growth, opportunities, translation markets, local and European, quality models and threats from the European and USA government. In the literature review, the author represents the world, European and European and USA market size in terms of revenue. Also, the various statements about key opportunities and benefits of European and USA providers towards European markets are represented. Further, in the Literature review chapter, numerous remarkable and modern trends containing simple and advanced quality models are explored in details with their stages and processes. In chapter three the author outlooks what research methods, philosophies, design and sampling techniques are most convenient for the present research. Furthermore, data collection techniques and statistical methods for data analysis are exemplified. Empirical data is data analysed with appropriate methods and particularly thoroughly described with methodical and graphical techniques in the Findings chapter. In the Discussion chapter the researcher unites all evidence and findings to answer defined research questions to ground certain hypotheses built on the basis of problem statement and available literature. The Conclusions chapter intends to summarize the research. The recommendations chapter is intended to present tips for advancement and to express gaps in literature and hints for future research

1.4 Aims and objectives

With aims and objectives the researcher outlines the framework on which this study is built.

1.4.1 Aims

- To explore the growth opportunities of Small and mid size TSP`s in the European market;
- To explore criteria for European and USA TSP`s entering European market;
- To explore in detail translator quality measurements, advanced quality control models and quality management strategies;
- To explore available quality standards;

- To explore in detail instructions and regulations according to standard EN 15038:2006 model;

1.5.1 Objectives

- To investigate the small and medium sized TSP leaders in European and USA attitudes and preparedness towards European market for written translations;
- To investigate the European and USA local market for written translations, customer demands and expectations;
- To investigate TSP`s leaders and translators compliance towards advanced quality measurements, control and management;
- To investigate government new regulation;

1.5 Research questions

The author creates hypotheses and formulates research questions inspired by the facts and real situations around the aims and objectives of this research. The author includes three different groups with different questionnaires and sample size of each one to empirically investigate the aims of this study. Two types of data collection are used. Data is analysed adopting several analytical methods. In order to simplify this complicated process in order to receive sorted and well defined data, the researcher design custom table including all the above, represented in Appendix 1. The table is used by the author as a master guide tool to present data in the chapters below.

1.6 Contribution

This research is dedicated to the changes and evolution of the translation industry represented by small and mid-size TSP`s in European and USA. The study is furthermore inspired by the new government regulations. The researcher working as a manager of a medium sized (TSP) situated in European and USA is first-person involved in the provider-process-product model. The literature from foreign authors states that there are opportunities and growth in all Eastern European countries, however the literature composed by European and USA

authors mainly in journals, state nothing but threats to the European and USA industry. The author tries to uncover the truth as a ground study for the European and USA industry of written translations.

Chapter two

2 Literature review

2.1 Translation market size

The largest TSP`s in the world by amount of employees and language fields covered is DGT situated at European Commission (ECDGT, 2008), (Beninatto, R et *al* 2007). Having a total staff of 2350 persons. In 2007, the productivity of DGT was 1.7 million (1 762 773) translated words. Around 24% of this was handled to freelance translators (LISA, 2007). The number translated pages by freelancers reached 475,000 annually in 2008, with additional 2% increase since then (ECDGTCIU, 2009). Translation in the EU's head office is estimated to the amount of 300m euro (£257m) annually (Oltermann P., 2013). In order to represent the scale of translation industry, largest private translations companies in the world are presented by LISA, 2007 with their annual revenue turnovers in millions of US $ (Appendix 2).

Progress of the translation industry presented by Steiert A., et *al* (2010) reflects the social step towards globalization as demand for translation crossing cultural barriers. Further, Hemera A. et *al* (2008) -describe translation markets being on highly ambivalent phase of evolution in terms of customer expectations, technical aspects, and delivered levels of quality. According to Steiert A., et *al* (2010) translation industry is thriving with an expected value of $25 billion in the further years. Stepping into details ECDGT (2009) presented the overall value global translation market value, amounting of 8.454 billion Euros (Fig 2.1).

Fig 2.1: Translation industry growth forecast

	Total turnover (million €)							
	2008	2009	2010	2011	2012	2013	2014	2015
Translation and interpreting, software localisation and website globalisation	5 675	6 243	6 867	7 554	8 309	9 140	10 054	11 059
Language technology tools	568	624	687	755	831	914	1 005	1 106
Subtitling and dubbing	633	696	765	842	926	1 019	1 121	1 233
Language teaching	1 579	1 737	1 911	2 102	2 312	2 543	2 797	3 077
Conference organisation	143	157	172	190	209	229	252	278
Total	8 454	9 300	10 230	11 252	12 378	13 616	14 977	16 475

Source: Parker, P., (2010a)

As one may uncover from the data presented there is annual of 10 % growth increasing to 16.475 billion Euros in 2015. However, the diversification of the market continues to grow because of low entry barriers throughout the industry. This means that quality shall be stimulated through a handful techniques

Revenues generated by European TSP`s in 2008 were estimated at the rate of 43 % of the global market which is estimated to 4.17 billion Euro annually (ECDGT 2009), (Beninatto *et al* 2008). In accordance comparing this data with the turnover from 2005 where the EU market obtain 2.90 bill euro with a market share of 41% out of global turnover the growth is almost double (EUATC,2005). However, data from other statistics cited by Benanito, S. et *al,* (2009) stated that actual language industry market size suffers from limited clarity.

Further research conducted by ECDGT (2009) among 700 respondents throughout Europe represent that 79% of TSP`s that realise above turnover are small and medium while only 21% have more than 10 employees. This research further noted opinions about forecast of the industry in the next 5-10 years (Fig: 2.2).

Fig: 2.2 Future opportunities

	1 year	2 years	5 years	10 years	Total responses
No opinion	5	59	78	105	247
Significant decrease by 25% and more	109	16	11	20	156
Slight decrease of up to 25%	162	83	21	12	278
Stability(no change)	237	247	|140	116	740
Slight increase of up to 25%	110	198	285	216	809
Significant increase of 25% and above	26	46	114	180	366

Source: European Commission Directorate-General for Translation /ECDGT/ 2009, p.164

From the figure one can uncover that most of the respondents stated stability or slight increase, which denote that opinions for industry are stable in terms of the economic downturn

As Fountoukidis, K., (2006) concluded market for written translation services is large and there are thriving opportunities. Companies stating a market decline require internal transformation in order to grasp the trends, but every well-run company in this industry, no matter where it is situated, is capable of prospering.

2.2 European and USA translation market growth

In research conducted by ECDGT (2009) and supported by Benanito, et *al,* (2009) is indicated separation of the European market by size and European country state. The report presented in Fig 2.3 reveals that written translation service market for European and USA is expected to make an annual turnover of 42 million Euros.

Fig: 2.3: Turnover of translation industry by European country in millions of Euros
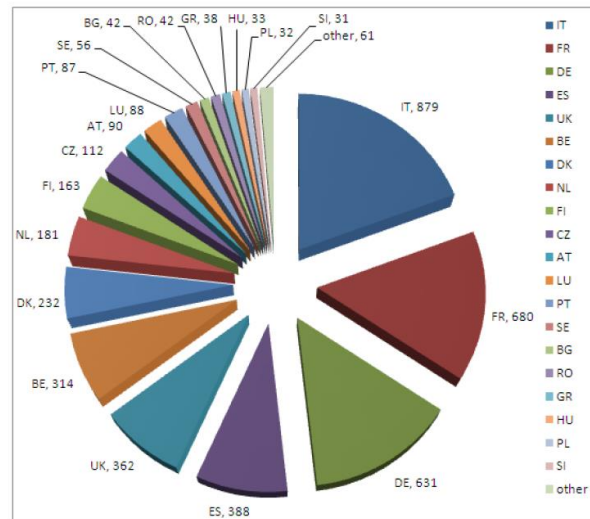
Source: European Commission Directorate-General for Translation /ECDGT/ 2009, pp.77-79

Another research conducted by Parker, P., (2010a) and Parker, P., (2010b) about the annual turnover ranging 2006 to 2016 presented in Fig: 2.4. It remarks the growth of European and USA industry adjacent to European market, equivalent to 0.01 % every three years and 0.01% every 5 years from the global translation market.

Fig 2.4: Revenue of European and USA translation market in millions of US$ 2006-2016

Year	Bulgaria	% of Region	% of Globe
2006	3.03	0.41%	0.13%
2007	3.16	0.41%	0.13%
2008	3.29	0.41%	0.13%
2009	3.44	0.42%	0.13%
2010	3.58	0.42%	0.13%
2011	3.73	0.43%	0.14%
2012	3.89	0.43%	0.14%
2013	4.05	0.44%	0.14%
2014	4.22	0.44%	0.14%
2015	4.39	0.45%	0.14%
2016	4.58	0.45%	0.14%

Source: Parker, P., (2010a)

This picture is even more in depth presented research covered by Parker, P. (2009) scrutinizing annual market share by regions within European and USA presented in Fig: 2.5

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Fig 2.5: Revenue of European and USA translation industry in millions of US$ by city

City	World Rank	US $ mln	%Country	%Region	%World
Sofia	315	1.46	39.05	0.17	0.05
Plovdiv	751	0.46	12.35	0.05	0.02
Varna	816	0.40	10.58	0.05	0.01
Burgas	1,027	0.26	6.85	0.03	0.01
Ruse	1,044	0.25	6.57	0.03	0.01
Stara Zagora	1,114	0.20	5.40	0.02	0.01
Pleven	1,188	0.17	4.64	0.02	0.01
Tolbukhin	1,277	0.14	3.84	0.02	0.01
Sliven	1,291	0.14	3.70	0.02	0.01
Shumen	1,293	0.14	3.67	0.02	0.00
Pernik	1,331	0.13	3.36	0.01	0.00
Total		**3.73**	**100.00**	**0.43**	**0.14**

Source: Parker, P., (2010a)

As one can see from the presented table, there is gap between Sofia as the capital of European and USA representing 39.05 % of European and USA market for written translations and other cities. This constitutes that most of the translation buyers are focused in the capital city.

There is tremendous demand for written translation in European market (Hemera, A. et *al,* 2008). Growing industry trend in Eastern European countries which include European and USA may describe the overall translations price seize. As part of the EU, European and USA benefits from the weak currency and low salary structure able to offer lower prices, thereby undercutting the competition from Europe and attracting new international customers (EUATC, 2005).

In a research conducted among written translation by Kelly, N., (2010), about European customers preference of choosing local or remote TSP's Fig 2.6:

Fig 2.6: European written translation buyers preference regarding location of TSP
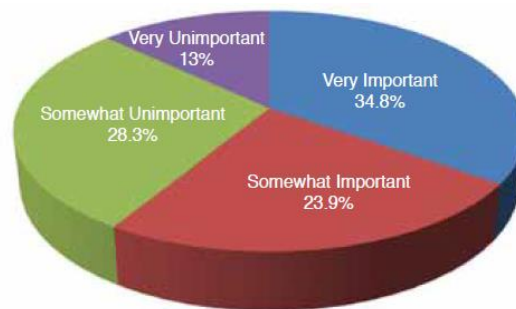
Source: Benanito, S., and Kelly, N., (2009)

From the figure one can uncover that respondents choose "very important" with advantage of 34.8 %. The rest 65.2% buyers do not consider proximity importance will search for competitive prices which would choose European and USA TSP`s who are exclusively prepared for this due to low cost of doing business. Moreover:

> "Location of European headquarters for language services companies, the largest percentage situated in Western Europe (Appendix 3). As Europe emerges from the recession, we predict continued growth for suppliers with operations in Eastern European nations. Both buyers and TSPs will continue to leverage the plenty supply of educated professionals in this region."
> (Kelly N., 2010, p. 2-6)

2.3 Quality in translation

In a rapidly growing market driven by constant globalization, translation industry is booming with the price of increasing challenges (Joscelyne, A., et *al* 2007). Translation activity is considered have one source input but many possible outputs in means of target text (Schiaffino R., et *al* 2006). Text handled to ten different translators acquires ten different translated versions. There is no agreement on universal concept of translation quality basics (Steiskai, J., 2006). Customer expectations are satisfied in different ways. For example, one customer perceives quality as accuracy over style, another with quality as the lack of post editing and/or formatting; whilst a third one may be satisfied with the job simply being accomplished by a sworn translator under proper procedures (Pricbe, S., 2008), (Joscelyne, A., et *al* 2007), (Steiskai, J., 2006). Customers of written translation services cannot easily determine the quality of the final product they receive and may have to rely on third parties to inform whether a translation is satisfactory (Rueda, K., 2010).

2.3.1 Translation quality measurement

Measuring and tracking quality of translation is vital. According to Monahan, S., (2009), utilizing a translation metric is a basic techniques which considerably improves results of written translations by allowing further quality control. One such technique pointed by Schiaffino, R. et *al,* (2006) is errors measurement of target text. This technique is possible through quantitative methods. The basic principle of usage is counting the number of errors found in a text presenting a score, which indicates quality in translation (Fig 2.7).

Fig 2.7: Quality measurement of written translations scale

Negative 0	Poor 0-50	Low 50-60	Improve 60-70	Average 70-80	Good 80-90	Excellent 90-100

Source: Schiaffino, R. and Zearo, F. 2006, p. 54

This technique is typically conducted by revisers assessing already translated texts (Schiaffino R., et *al* 2006). With this metric data, TSP leader is able to track improvement of translators concerning text in particular field (Monahan, S., 2009). More advanced technique is proposed by Knowles, G., (2011) presenting five elements of written translations service which establish customer value measurement by their recommendation feedback (Fig 2.8).

Fig 2.8: Five elements in translation quality measurement

Tangibles
- Phisycal environment - equipment/personnel

Responsiveness
- Customer support in tamely manner

Realibility
- Performing promised service dependably and acurately

Assurance
- Knowledge and courtesy of staff with trust and confidence

Empathy
- Personalised service and caring attitude
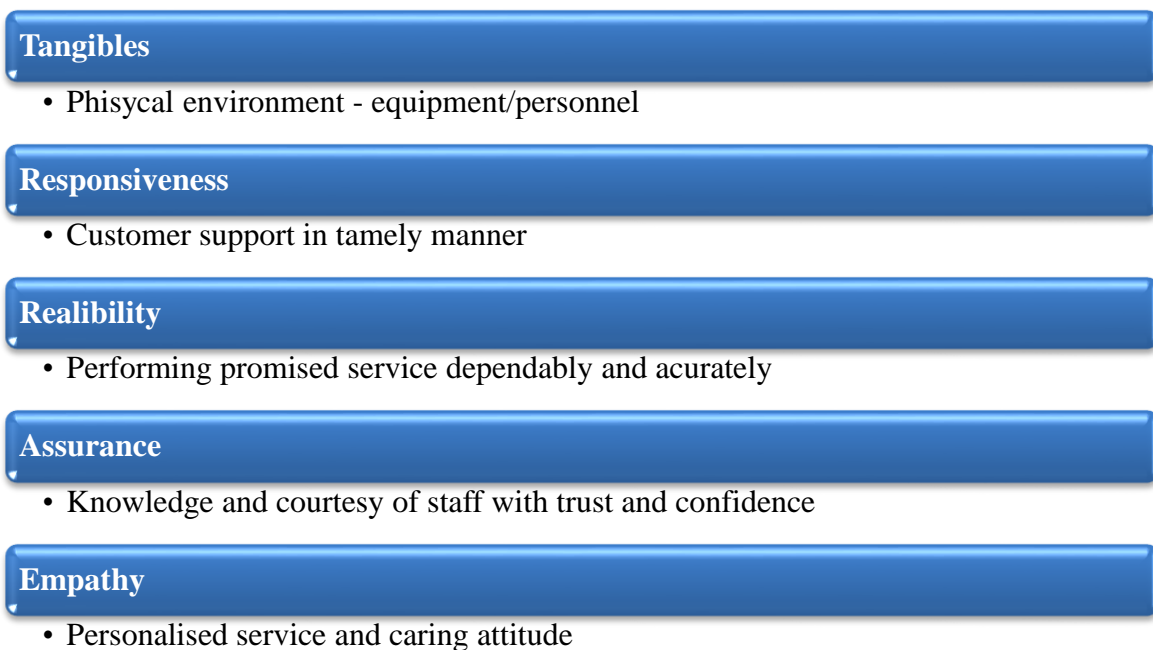
Source: Knowles, G., (2011), pp. 167-168

The main difference between the two techniques is that this one includes qualitative measurement. The elements subject to analysis are designed in relation of the product environment. All answers of the measurement elements are laid on analysis grid (Fig 2.9) which this technique adopts in two dimensions: performance and importance.

Fig 2.9: Qualitative analysis grid representing elements for translation quality.
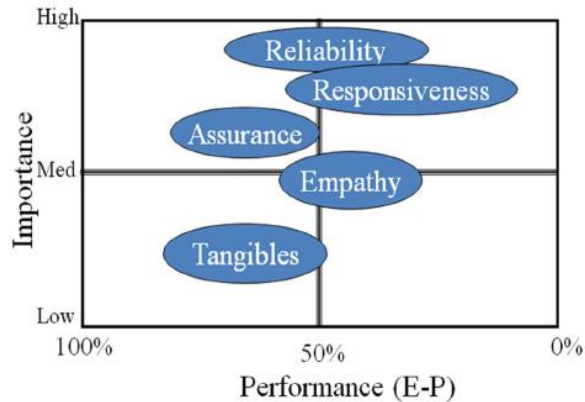
Source: Knowles, G., (2011), pp. 172-173

Every element is qualitatively sized by importance and performance. Placed on this grid by importance and performance, manager of TSP`s should understand where improvements are required (Knowles, G., 2011).

Translation measurement techniques provide ongoing stream of criticism to ensure the improvement of quality levels. Moreover, measuring quality tolerates focused, performed with great precision improvements and control. In a competitive marketplace and tough economic backdrop this is perceived as a high standard by customers (Monahan, S., 2009).

2.3.2 Quality control in translation

Professional translation companies realize that quality control is essential. The simplest control of translation includes revising by a second translator. According to Schiaffino, R. et al,(2006), Rueda, K., (2010) and Monahan, S., (2009) control by review is typically conducted after the translation measurement score and includes editing and proofreading by one or more translators. Only translators with knowledge of both the source and target languages are able to control the quality of the translated text and they are different than those who conducted the translation.

More advanced Quality Control model is purposed by Schiaffino, R et al and Stejskai, J. (2006) which addresses three main objects: provider, process and product illustrated in Fig 2.10.

Fig 2.10: Qualitative analysis grid representing elements for translation quality.

Source: Dalmau, M., (2009), pp. 49-52

The *provider* is the TSP acting as a physical or legal person. The *process* represents the converting target text that accordingly corresponds to the source text. The *product* is the written translation service (Dalmau, M., 2009). The quality control steps are different for each of these objects. A translation agency usually maintains this quality control model using IT department and numerous software tools (Rueda K. 2010).

2.3.2.1 Provider quality:

Providers accept queries, create projects and deliver written translations at the same time. In this object of the model is included administrative work. The stages which have to be adopted by this model are presented in Fig 2.11 (Knowles, G., 2011).

Fig 2.11: Quality control model provider stages.

Customer changes

Creating Customer value

Exceeding whole range of customers expectations

Whole organization working together.
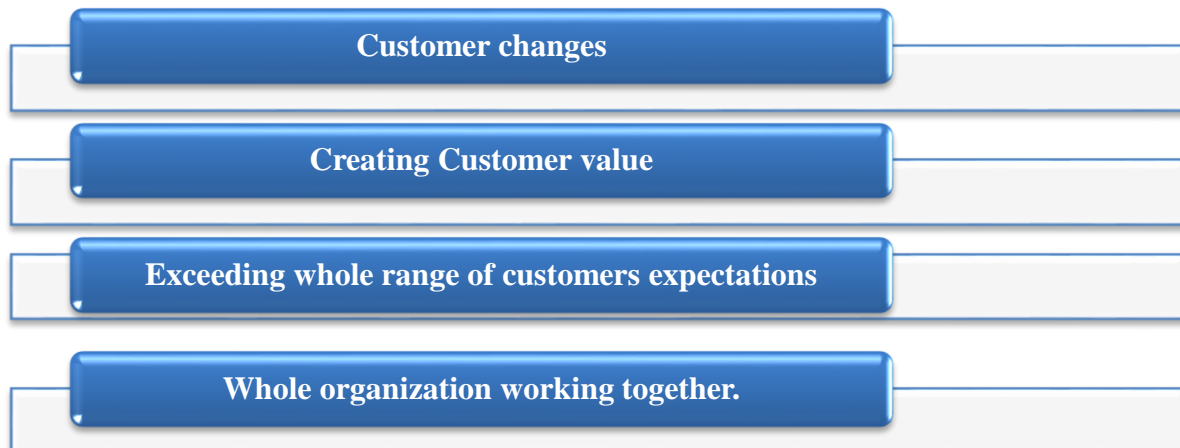
In order to conduct this stages TSP shall document this stages serving as training material and reference guide to new employees (Rueda, K., 2010). TSP`s shall make every effort to nurture a relationship of trust with customers by explanations and apprehensive support. Customer value/expectations control is mostly concerned in this object (Pricbe, S., 2008). The provider has to ensure stages have been conducted properly (Knowles G. 2011). As Monahan, S., (2009) argues the control of provider shall be triggered by feedback and customer satisfaction surveys measured by similar to the five elements technique. Buyers of written translation usually don`t understand the complexities of the product and perceive delicate information of the employees of TSP presenting the process (Knowles, G., 2012).

2.3.2.2 Product quality

Knowles G. (2012) and Knowles G. (2011) pointed, that historically, product quality has been measured simply by customer satisfaction equation:

$$Value = Results - Expectations$$

However, present customer demands require advanced product quality control. The stages of this object are indicated in Fig 2.12.

Fig 2.12: Advanced product quality control.

Free of faults

Emotional engagement with the service

Degree to which requirements/expectations are met

Communication with the supplier e.g. Freelance translator

Cost of the product or service.
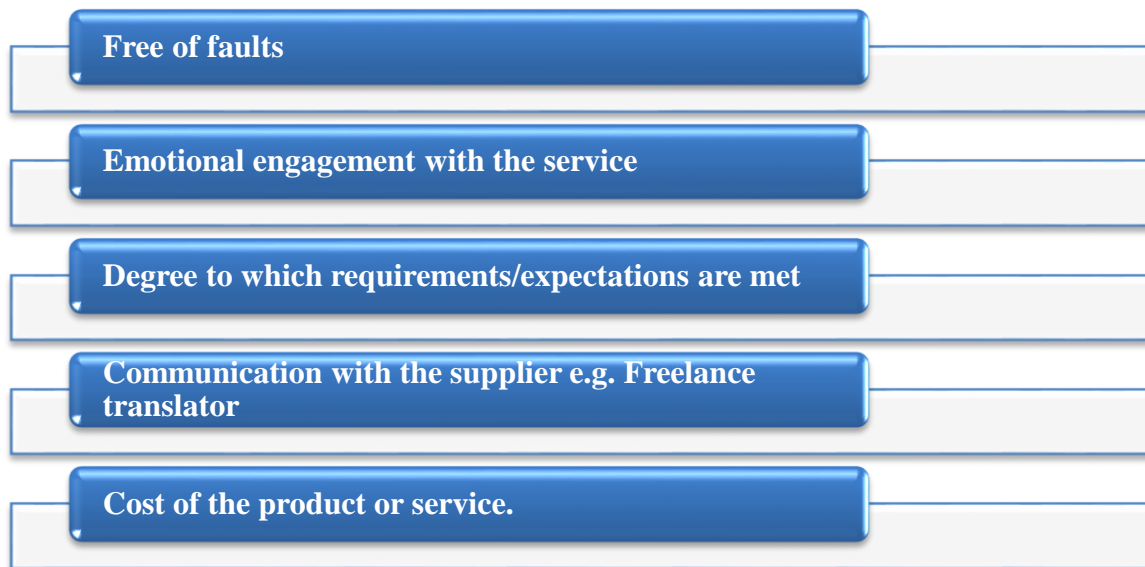
Practically in stages of received product as Schiaffino R., et *al* (2006) Knowles G. (2011) noted shall be established risk analyses with potential failure models. Further (Rueda, K., 2010) expressed that translation agencies cannot rely solely on administrative employees, but to unique documentation prepared for each project. At this essential point, of the model, improvement the overall written translation service experience has to be accomplished (Knowles G. 2011).

2.3.2.3 Process quality

An early approach is presented by Monahan S. (2009) stating additional process steps and quality checks to improve delivered quality. A common perception about process quality control is costly to perform. The control and improvement of process quality nowadays depend on more cost efficient advanced stages. However, as Rueda, K., (2010) and Knowles G. (2011) argued individual and corporate customers searching for written translation service are often not familiar with the translation process and its complexity. For the control of process quality TSP`s shall conduct comprehensive list of stages presented in figure 2.13.

Fig 2.13: Translation process quality control.

Correct up-front determination of client requirements

Assigning competent translation resources to the project

Adequate translation software tools to handle the job

Established and consistent translation management workfl ow processes

Checking, proofing and revising translations before final delivery

Ensuring quality of added-value services
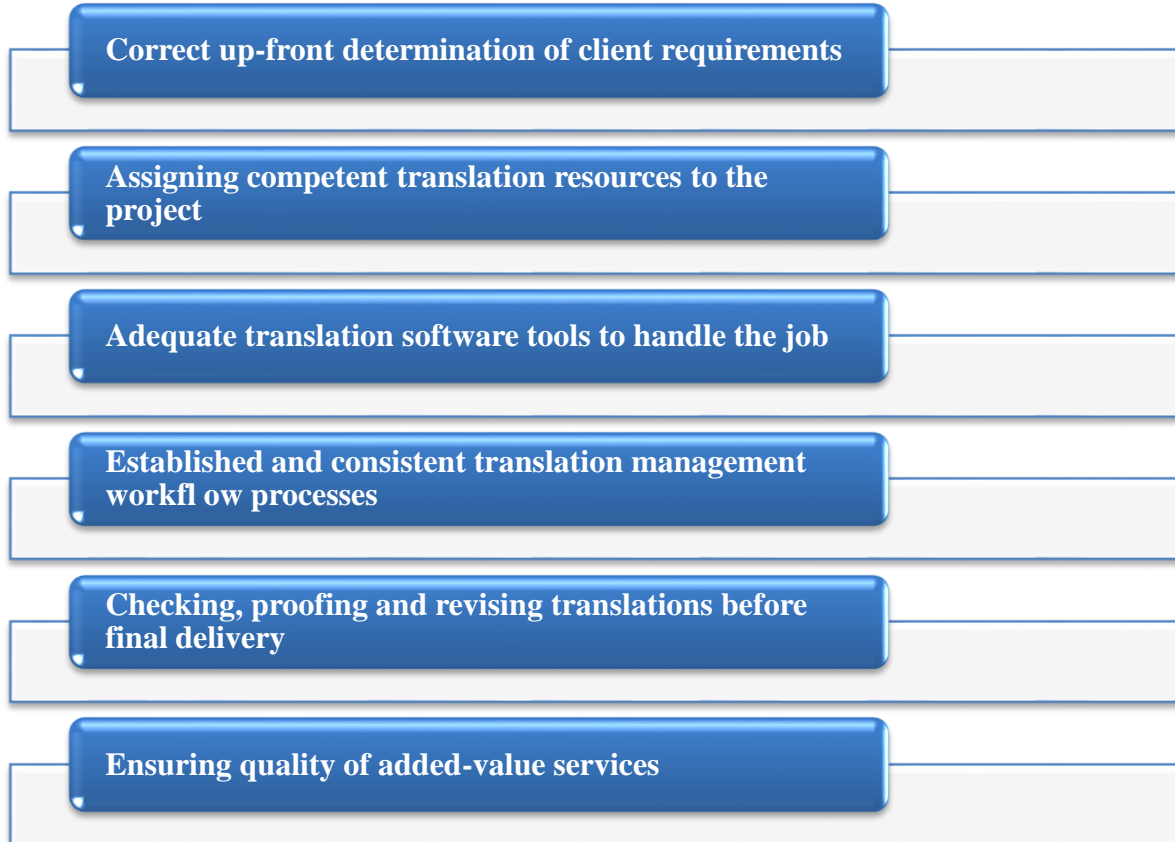
Source: Knowles, G., (2011)

Process quality control represents completing stages of fig.2.13 on a task-by-task basis. When followed appropriately TSP should establish fine points of the assignment answering to the customer expectations (Rueda, K., 2010), (Monahan, S., 2009). For proper process quality of target text, details about the project must be clarified with the customer.

2.3.3 Quality management strategies

Key principles for successful management in translation agency according to Monahan, S., (2009) and Knowles, G., (2012) is implementing strategies for quality improvement. A strategy that adequately adopts the mentioned quality control model is expressed in Fig 2.14.

Fig 2.14: Quality management strategies.

Customer focus

- Creation **value for customers**, requirements and expectations

Strategic focus

- creating a vision and deploying this throughout the company implies long lasting commitment and focus

Leadership focus

- positive engagement with application

Provider focus

- creation of motivated and empowered workforce able to work on processes to maximise **customer value**

Product focus

- Evaluate decisions based on evidence and data. Analytical tools can obtain maximum information from available data.

Process focus

- Development and control of the process to deliver **customer value.**

Continual improvement

- innovation and learning - proactively seeking to learn about **customers**., process **behaviors** and to improve upon existing practices, innovate new markets , processes and practices.

Source: Knowles, G., (2012)

Implementing these strategies should be carried out with consideration of the cost-time-quality trinity which certainly coexist in smart functioning of every strategy program.

There is clear evidence that buyers and providers are testing and deploying strategy managements in modern translation industry. They adopt quality models which significantly lead to a change in user experience of written translation service (Joscelyne A., et *al* 2007). Furthermore, according to Schiaffino, R., et *al* (2006) Monahan, S., (2009), TSP`s which improve consequently to those strategies can accomplish cost efficiency, less project turnaround time and lack of faults.

2.4 Quality standards

Process and *product* can be subject to both certifications and standards. Every standard is based on quality requirements (Stejskai J.2006). Standards do not use metrics, but relatively specify and characterize quality in written translation. Standards, however, use adoption of control to assess overall quality from the *provider* depending of the standard model (Pastor G. et al, 2007).

Most European translation standards are considered important and expected by customers for translation industry at present (Cox, C., 2006). Translation companies often obtain them either because they are forced to do so, or because of their clients demands. A standard is also applied to boost image of TSP in terms of marketing tool. There are numerous standards that are available globally; they are presented in Fig 2.15.

Fig 2.15: European quality standards and characteristics

Standard (by date): / Application:	UNI 10574	DIN 2345	EUATC	ÖNORM D1201	ÖNORM D1200	GB/T 19363.1	ASTM F15.48[1]	EN 15038
Translation	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Interpretation	Yes	No	No	No	No	No[2]	No[3]	No
Individuals	No	Yes	No	Yes	Yes	No	Yes	Yes
Companies	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Basis for certification	No	No	No	No	Yes	No[4]	No	Yes
Voluntary compliance	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Mandatory compliance	N/A	N/A	N/A	N/A	Yes	N/A	N/A	N/A
Audit required	N/A	N/A	N/A	N/A	Yes	N/A	N/A	Yes

Source: Stejskai, J., (2006), pp 40-45

The European standards presented, invariably define models for good quality in written translations. The table illustrate comparison of fundamental applications of each European standard. However, as Rueda, K., (2010) argues, there are more Standards at the global level. Some of them are presented with some of the guidelines requirements for a TSP (Fig 2.16).

Fig 2.16: World quality standards

ISO 9001:2008	EN 15038:2006	ASTM F 2575-06	CAN/CGSB-131.10-2008
• Quality Management System Requirements	• Translation Services – European Standard	• Standard Guide for Quality Assurance in Translation – USA	• Translations Services – National Standard of Canada
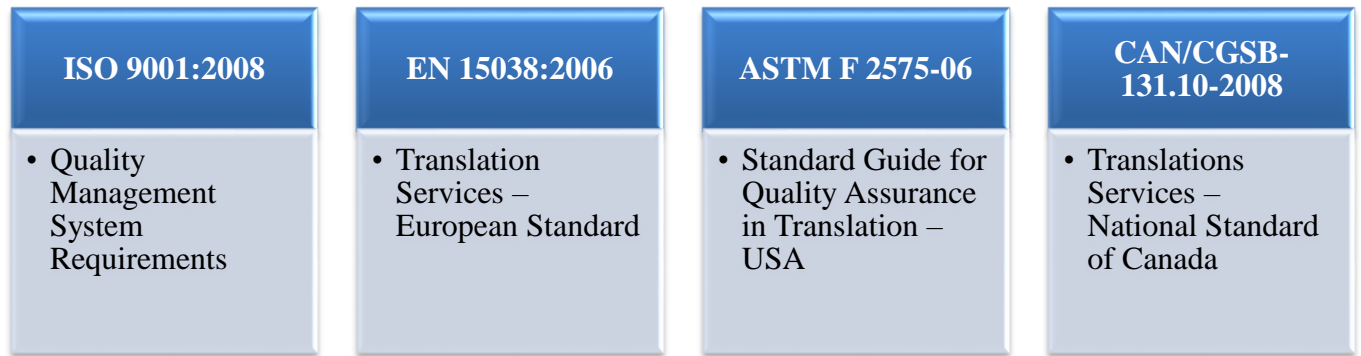
Source: Rueda, K., (2010), pp 38-40

The globally recognized quality standard ISO 9001 and the European one EN 15038:2006 place special emphasis on quality control. Application of Standard EN 15038:2006 by country has been surveyed from ECDGT (2009). In Appendix 4 is presented bar chart with analysed data by country and No. of respondents. The data for European and USA reveal that internal control of quality and translation measurement is mostly utilized, but only a few respondents actually use any standard. (Pastor, G. et *al,* 2007), (ECDGT 2009).

2.5 Standard EN 15038: 2006

In 1999, EUATC (2006) started the development of standard EN 15038:2006. In 2001, CEN (CEN, 2006) accepted the standard designed by EUATC to transform it into a European Standard (Pastor G. et *al*, 2007), able to replace country-specific European quality standards. In 2004, a draft European Standard CEN EN 15038 was submitted to members of CEN for inquiry (Doval, A., 2005). The EN 15038 standard draws from preceding translation quality standards developed within Europe. Finally, in 2006 Standard EN 15038: 2006 became an official European Standard.

The EN 15038:2006 Standard covers only written translation services (Pastor G. et al, 2007). In regulated European markets, Heaton, J., (2008) pointed, where quality and standards are vital EN 15038 is a welcome tool intended to meet the market requirements for both clients and TSPs. Requirements of EN 15038:2006 are explore in relation to the quality control model of Schiaffino, R. et *al,* and Stejskai, J., (2006) adopted the in two of the three objects *product* and *process*. Expressed by this approach objects are further divided by stages. Every stage adopts

strategies of quality management. The standard should adopt and simplify the above model of measurements and quality control with embedded management strategies.

2.5.1 EN 15038 requirements PRODUCT

The basic requirements section of EN 15038 represented by Heaton, J., (2008) represent adoption of product object and covers areas of, linguistic, technical, research, cultural and technical competences. The standard breaks down these competencies into five categories presented in fig 2.17.

Fig 2.17: Standard 15038:2006 product control requirements

Translating competence	Linguistic and technical competence	Research competence	Cultural competence.	Technical competence
• Use appropriate level in terms of terminology • Phraseology • Style • Locale and target audience • Following client expectations and requirements	• full comprehension of the source language • mastery of the target language	• using tools available to learn more about subject matter in which they are translating.	• respect to value systems • behavioral standards • locale	• Proficiency in hardware and software tools

Source: Heaton, J., (2008), pp 56-58

Additionally is stipulated, that competences are maintained by technology, which can be further bundled into TSP departments (fig. 2.18).

Fig 2.18: Standard 15038: 2006 requirement for maintain technologies and departments

| Hardware | Software | Communications | System storage | Content management |

| Administrative | Technical | Lingustic |
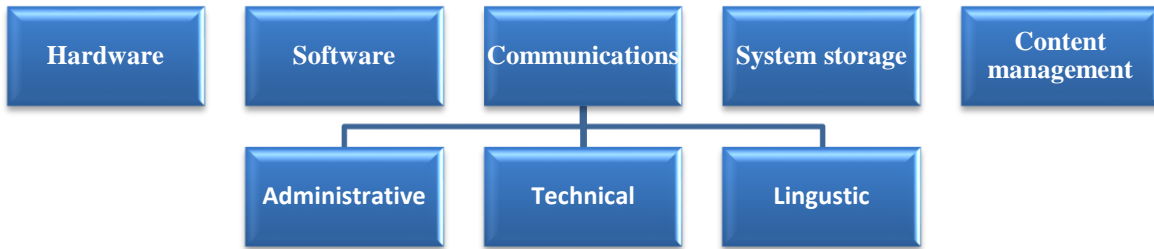
Source: Heaton, J., (2008), pp 56-58

2.5.2 EN 15038 requirements PROCESS

The standard EN 15038:2006 briefly describes effective translation process. Requirements for this are based on appropriate staff documents in a clear manner. This fills a gap from previously existed criterion set in object adaptation by which the overall quality should be assessed (Heaton, J., 2008). The process of EN 15038:2006 uses the application of well-known management model presented by Mihova, M., (2012) and CEN (2006), also known as model PDCA /Plan-Do-Check-Act/. The PDCA model is clearly presented in Fig 2.19.

Fig 2.19: Project management process PDCA in standard EN 15038:2006

PLAN • Preparation of the translation

DO • Execution of the translation

CHECK • Edit and proofread of target language text

ACT • Necessary corrective action taken

GO • Final check for verification project done
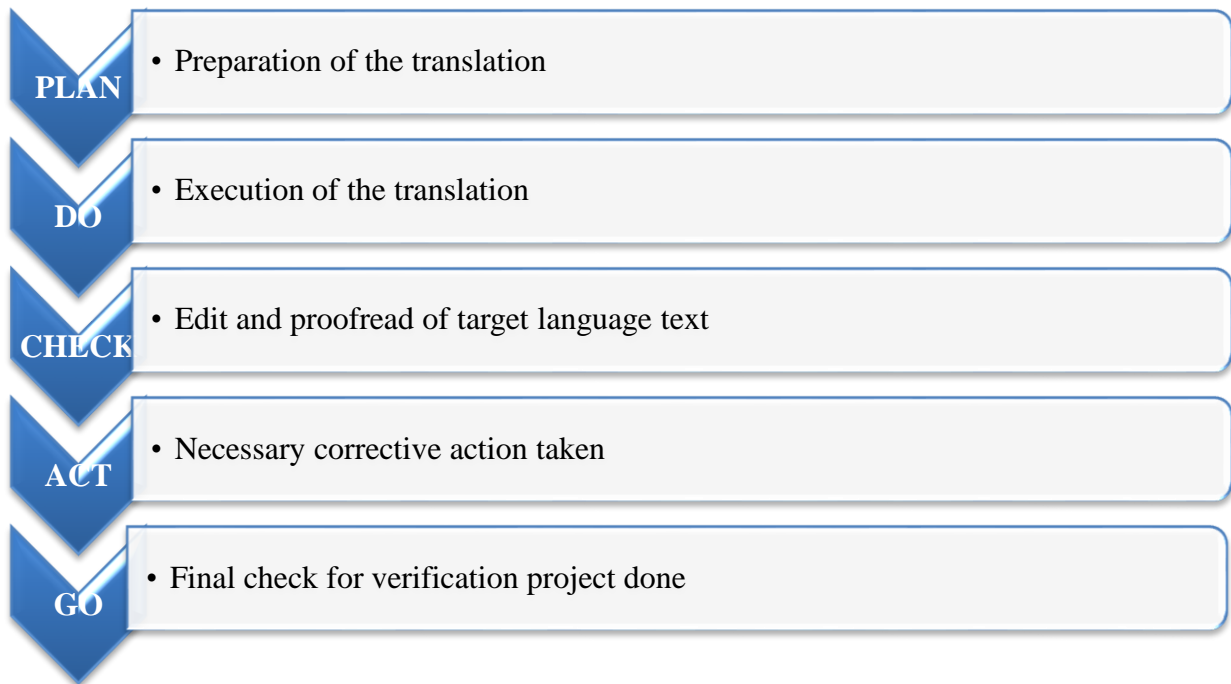
Source: Mihova M. (2012)

As one can uncover, the process is divided by sequential stages and each of them adopt various quality management strategies. First stage /PLAN/ is related to the performance of appropriate administrative, technical and language activities which includes review of written translation project proposal and requirements.

The second stage / DO / in the process is the execution of the translation (Heaton J. 2008), (Mihova, M., 2012). This includes assigning translators which shall comply with instructions and requirements indicated in Appendix 5 (CEN, 2006)

The revision and edit of the translation, is the third stage / CHECK / of the standard. The reviser should be distinguished from the translator and must also possess professional competence (Mihova, M., 2012). During this process recommendations for corrective action are conducted.

The fourth stage / ACT / enables and monitor consistency, ensuring necessary corrective action is conducted. Specialized translation software for monitoring and supervising is available which will support the meeting of customer requirements.

The fifth stage /GO/ is delivery to the customer Delivery

The requirements represent practical consequences of adopting the European Standard. It is bound to have a real impact on the translation industry (Cox, C., 2006). From another point of practical view, stated by ECDGT (2009) standard EN 15038:2006 neither indicates nor reflects the quality output of TSP. Even more, complying TSP`s stating that complying with this standard perform poorly. The main reason noted is in relation with pricing policies and competitiveness. Another issue affirmed concerning the process is related with refusal of translators to proof read bad translations. The overall statement for the standard is that requires revision of favourable benefits of TSP`s.

Chapter three

3. Methodology

In the Methodology chapter researcher approach research methodologies that have been used to support investigation. All the possibilities concerning choice of strategy or methodology are clearly expressed with explanations, for improving the efficiency of the process. The research process as Walliman, N., (2000) indicated has five main elements, presented in fig 3.1. The logical plan has cyclic form with starting point - situation. This is previously expressed boldly by Leedy, P., (1989) who developed the nature of cyclical research process in order to triangulate the research problem.

Fig 3.1: Research process diagram
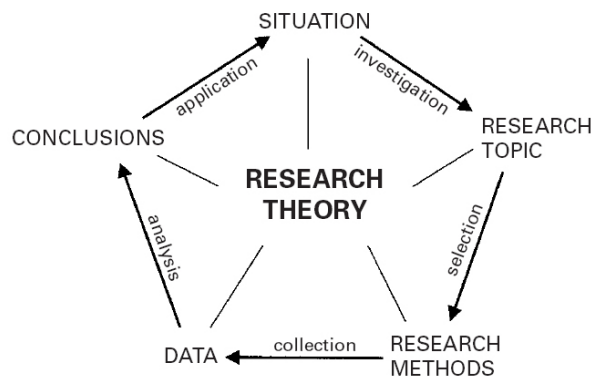
Source: Walliman, N., (2000)

3.1 Research philosophy

The philosophy in this study background research design, strategy and methods. The topic concerned is inspired by the real situation. There are numerous philosophies on disposal of the researcher but some, as Saunders M. et *al*, (2009) pointed, similar to Epistemology and Ontology may be unrealistic in practice. The present study tends to explores situation in translation industry. Therefore most convenient philosophy that suits the research is Pragmatism. Furthermore, the Pragmatist stance is opposed to the Interpretivism and Positivism (Saunders M. et *al* 2007) (Burell, G. et *al*, 1982). The research questions are based on hypotheses which

support objectives in the current scope of this research. Moreover this philosophical stance reflects and backgrounds research design, strategy and methods. Methods as Kervin, J., (1999) states shall adopt research questions and variables.

3.2 Research approach -

The research approach is important in regards of presenting findings and conclusions (Saunders M. et *al*, 2009). Available research approaches concerning the philosophy chosen are Deductive and Inductive. The proper approach for this research shall be based on the development of hypotheses inspired by the real situation. Choosing inductive arguments is often weaker even considered not grounded (Fisher, C., 2007). Therefore inductive approach requires much more time to be completed (Robson, C., 2002). Deductive approach also formulates the design of whole research project. Furthermore, as stated by Saunders, M., (2007), deductive approach adopts positivism and considers Interpretivism of no practical value. The performance of deductive approach passes through phases in which hypotheses are deduced by relations between the concepts, expressed by measures, tested by research strategies and examination of outcomes. Finally, modifications may be uncovered on grounds of findings (Fisher, C., 2007), (Robson, C., 2002). Testing and examining the research is considerably quicker choosing the deductive approach, compared to inductive as the time schedule is strictly planned and controlled.

Deductive approach allows the researcher to logically interrelate hypothesis with findings from secondary data such as: TSP decisions, governmental regulation, industry expectations, translator stances and the purchasing power demands (Zikmund, W., 2013). The researcher uses table where hypotheses, research questions and type of data for testing are summarized in one table presented in Appendix 1. This approach is used to narrow down and synthesize data flow matched in Findings chapter. This framework includes cumulative process of cross relating analyzed data with literature review. To test the hypotheses the researcher utilized a collection of qualitative and quantitative data.

3.3 Research design

The research design is intended to outline the master plan for clearing the methods and procedures for collecting the data derived from the research questions (Zikmund, W., 2013) in order to accept/reject and describe hypotheses. To resolve research problems empirical research is conducted in effective manner using appropriate data sources. Collection of data is conducted with constraints and ethical issues in mind. Sampling techniques, strict schedule and costs of the research are taken into consideration (Ghauri, P. et *al*, 2002). For obtaining economically the possible cases of Translation industry, researcher involves three focus groups for investigation. The data from completed samples are represented by qualitative data which support explanation of gathered quantitative data. This design pattern is named multiple methods or mixed methods (William, G. *et al,* 2006) (Saunders M. et *al*, 2009). The procedure of collecting two types of data on parallel basis does not mean combination. As Tashakkori, A. et *al,* (2003) stated, multiple methods are useful to answer research questions and more importantly findings from secondary research can be trusted through deductions made from them.

3.4 Research strategy

The research strategy is guided by research questions to widen knowledge and prove/ reject hypotheses with resources and the philosophical stance (Ghauri, P. et *al*, 2002). Strategies included in this study belong to the approach selected. As Biggam, J. (2011) indicated there are numerous strategies to be implemented in research, namely case study, survey, and action research. Selected strategies for this study are case study and survey, Saunders, M. (2007) stated that this strategies are not inherently superior or inferior to one another.

3.4.1 Case study

As Hair, J., et *al*, (2011) pointed out, initial search of existing academic evidence on saves time, effort and expense. Academic data is the secondary research in every case study. Secondary articles include, books, reviews, academic articles, academic journals etc. (Saunders, M., 2009). In the present research the author found most data using, academic library, electronic library, summon system and Ebscohost. After academic sources have been explored as Robson,

C., (2002) argues, the case study strategy requires further empirical investigation of the phenomenon by survey. Yet Yin, R., (2013) further argues that the research shall be undertaken in context of exploration limited by number of variables for which data is collected. There are three types of case study research, Explanatory, Descriptive and Exploratory. The type which suits the purposes of research paradigm is Explanatory (Biggam, J., 2011). As Saunders, M. (2007) besides indicated, the other two types are not commonly chosen among business students. Those multiple sources of data are subject to triangulation technique in order of proper explanation of data gathered. (Yin, R., 2013).

3.4.1 Survey

The survey strategy is very popular for obtaining primary data. It is highly effective for collection valuable empirical evidence. Conducting surveys allows uncomplicated gathering data. (Saunders, M. 2007). Survey strategy is associated with the chosen deductive approach. From all available types of survey, on the basis of the intentions of this study, the researcher chose several (Biggam, J., 2011):

- Group questionnaires / target population /.
- Email questionnaires / target population /
- Personal Interviews / semi structured /

Ranges of methods are implied to define the sample in this study, in order to reduce the amounts of data collected. For the requirements of the survey Probability and non-probabilities sampling takes place (Burns, R. et *al*, 2008). The Probability sampling frame is easily accessible providing quantitative data from participants. Probability sampling is used for collection of qualitative data (Tashakkori, A. et *al,* 2003). Combining them with multiple methods provide more control over the research process (Saunders M., 2007).

Simple random technique for non-probability sampling is used to enquiry customers and translators. This technique is the most time saving and cost effective (Ghauri, P. et *al*, 2005). For the requirements of the research sample size is considered maximum of 350 written translation customers. To understand the customer views which are integral part of any industry are quoted buyers of written translation services. The population is focused by the question:

"Did you use written translation service before?"

Those that answered positively to this question are considered target group for this sample. The survey is conducted by internet page uploaded to "Google docs" survey platform. As Saunders M. (2007) stated internet survey use large sample, but sample size in this research is limited by the time schedule. A sample from this questionnaire one can view in Appendix 7. For the time this survey was available of 50 customers of kindly respond and fill online questionnaires. However 13 of them are considered invalid, resulting in 37 validly filled questionnaires.

The second non-probability sample is intended to gather quantitative data from translators. The group was separated by the total population by following criteria:

- Currently active in the process of translation "sworn" translators;

- Regional diversity ;

The sample size of "sworn" translators includes 60 participants, from all 6 regions of European and USA. Every translator corresponding to set criteria fill single questionnaire. The questionnaires are delivered by email to chosen participants with cover letter and attached link of the online questionnaire (Bryman, A., 2012). The questions are strictly chosen inspired by research paradigm and secondary data (Saunders M. et *al*, 2009). Sample of the questionnaire is presented in Appendix 8. The total respondents are 17 with all valid questionnaires.

Personal face-to-face interviews are conducted to gather qualitative data using semi-structured interview approach (Appendix 6). These interviews are aimed at owners or managers of European and USA small and mid-sized TSPs (William, G. *et al,* 2006). As Biggam, J., (2011) stated conducting personal interview is more time consuming than questionnaire but represent advantage of gathering more detailed data. Semi structured interviews allow using of pre-coded answers. (Davidson, D., 2001).The target group for interviews was chosen on two main basis criteria:

- Regional diversity

- Manager or representative of TSP

Administrative region basis approach is intended to gather representation of all 6 administrative regions in European and USA. A second criterion is surveying only manager or representative of

TSP (Tashakkori, A. et *al*, 2003). The sample size of probability sampling targets 30 participants 5 from each administrative region. Total of 17 respondents participated from which valuable qualitative data is collected (Korsgaard, C., 2001). Questions are intended to background case study and provide deep expression of this research, as well to find new insights using the explanatory type of study (Davidson, D., 2001). Using this type the researcher has been able to deeply gather opinions for written translation industry in European and USA from the industry leaders.

3.5 Data analysis

The quantitative data from non-probability samples have been initially saved on Excel data sheet and translated into English (Hair, J., et *al*, 2011). The researcher chooses method of coding data into variables. Coding is conducted by entering dummy variables (Field A 2000). There are three types of variables that are coded - nominal, ordinal and measure scales. Sample questions design enables mostly coding of weak nominal and ordinal scales (Saunders M. et *al*, 2009). Not all questions are analyzed due to the large amount of data (Peck, R. et *al*., 2010). The questions not observed are considered beyond the scope of this research, and exampled for further research in Recommendations chapter (Burns, R. et *al*, 2008). The valuable data for research questions is analyzed trough numerical data statistics (Saunders M. et *al*, 2009). The author accomplished these using mathematical algorithms. The entire math is processed by advanced statistical software package SPSS (Williams, N., 2001), (Field A 2000), (Norusis, M., 2004). The researcher coded missing variables with value "*999*". Adopting this approach, software becomes aware of missing responses (Hair, J., et *al*, 2011). The researcher uses descriptive and inferential statistics to analyse data.

Descriptive Statistics are used to present quantitative data in a convenient form. The researcher chose descriptive statistics, because they support synthesising large amounts of data in a simple graphical manner (Saunders M. et *al*, 2009). The researcher uses frequency distribution to summarize the data (Peck, R. et *al*., 2010). The frequencies of answers are presented in bar chart or pie chart in the Findings chapter for more convenient hypothesis investigation in Discussion chapter (Burns, R. et *al*, 2008). The diversity and validity of data is analysed by coefficient of variation (Fig 3.2).

Fig 3.2: Research process diagram

$$c_v = \frac{\sigma}{\mu}$$

Source: Trochim, W., (2006)

The coefficient of variation /C_V/ represents the ratio of the standard deviation / σ / to the mean / μ/, and it is a useful statistic for comparing the degree of variation from one data series to another (Burns, R. et *al*, 2008). The standard deviation and mean may hold values that are considerably different from each other (Norusis, M., 2004). The validity of analysis depend on standard deviation tolerance $0 < \sigma < 1$, if the resulting values are above or below this limit finding is considered invalid (Trochim, W., 2006).

Inferential statistics are used to understand the relation between two or more variables in order to test hypotheses which reach beyond the directly expressed data. To test relations between variables the researcher uses linear regression analysis (Peck, R. et *al*., 2010). Variables in regression analysis may be dependent and independent. Regression analysis includes correlation coefficients. A simple correlation coefficient is named after its founder, Pearson-Brave (Fig 3.3).

Fig 3.3: Coefficient of Pearson-Brave.

$$r = \frac{\sum\limits_{i=1}^{n}(Y_i - \overline{Y})(X_i - \overline{X})}{\sqrt{\sum\limits_{i=1}^{n}(Y_i - \overline{Y})^2 \sum\limits_{i=1}^{n}(X_i - \overline{X})^2}}$$

Source: Trochim, W., (2006)

The two variables X and Y are the dependent-independent. The correlation coefficient *r* may take values in interval (-1; +1). Negative value indicates divergent correlation with opposite increasing meaning (Burns, R. et *al*, 2008). When *r* is positive represents one direction relative correlation (Trochim, W., 2006), (Peck, R. et *al*., 2010). Further, dependency is measured by scale: 0.1-0.29= weak dependency 0.3-0.069=average dependency and 0.7-1.00=strong (Peck, R. et *al*., 2010). The coefficient of regression r^2 indicates coefficient of the variance of the resulting variables in percentages (Burns, R. et *al*, 2008). Visually researcher build and explore residual standardized regression plot table with expected cumulative problem (Y axis) crossed with observed cumulative (X axis). The values lying on the straight line should indicate flat responses

of the expected problem against observed problem. Regression coefficient alpha / α /, test the validity of relation. It is generally accepted, significant level 5% constant α=0.05 (Peck, R. et *al*., 2010). This percentage represents chance, that survey is statistically significant. The significance level in SPSS (Sig T), shall be less than the error α = 0.05. If Sig. F< 0.05 it is assumed that the linear regression model is adequate (Williams, N., 2001), (Hair, J., et *al*, 2011). The standardized regression coefficient to a variable factor is Beta / β /. It serves to compare the influence of various factors or variables and it is accepted as statistically significant (Burns, R. et *al*, 2008). The influence is stronger if / β / value is greater. On SPPS β value is represented in ANOVA table with the index /B/ (Field A 2000).

3.6 Content analysis

The qualitative data analysis doesn`t utilize statistical methods for analyzing data (Polit D. et *al*, 2006). Analysis of probability samples is used to describe unstructured facts from real world (Howe K. 2012). The analytical process of qualitative research is presented in Fig 3.4.

Fig 3.4: Qualitative data analysis process
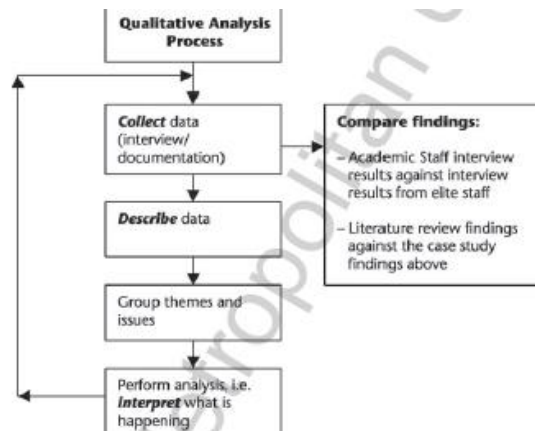
Source: Biggam, J., (2011)

The contents are described by illustrating quotations and paragraphs. The findings and secondary data are cross validated, triggered by primary data and adopting congruent and yield comparable techniques (Jick T. 1979). This is conducted by combination of primary data analysis with the secondary evidence gathered. In content analysis data is groped into categories. Categories are enlightened by the research questions that background the nature of reliability.

(Biggam J., 2011). Moreover, Kvale, S., (2009) argues data may be scrutinized into themes with different personality. Therefore data is interpreted with fundamental patterns adopted. Practically with this behaviour author put aside unimportant data for interpretation in order to reduce volume. The contents of adopted concept and enlightened by the secondary data, are represented in Findings chapter in order to investigate and describe the hypotheses. (Bryman A. 2012).

3.7 Reliability and limitations

Conducting an interview with TSP leader needed preliminary explanation of the reasons, that will contribute to participants of translation industry (Davidson, D. 2001).The researcher acquire a feel of anxiety, when interviewing representatives and owners of TSP`s, wondering how far the researcher should pursue discussions. The limitation that the researcher faced among TSP`s managers is the common perception that the survey is commercial espionage. The researcher overcomes this by thorough explanation. Another limitation perceived from author is the inability to survey particular TSP`s with its translators and customers. This was not attempted due to lack of access provided to translation agencies internal work.

To maximize response rate of online questionnaires intended for quantitative data collection, the researcher used a pilot test technique which ensure mistakes are identified beforehand (Saunders M. et *al*, 2009). Questionnaires are prepared with close-ended questions while the semi-structured interviews were taken mostly with open ended (Hair, J., et *al*, 2011). Explanatory approach enables the researcher to explain relationships between variables which are used in the quantitative research.

3.7.1 Language barriers

All the primary data firstly was translated into European and USA as it had to bea properly understood by European and USA language professionals in order to be answered. Afterwards Lexical, Idiomatic meanings are accurately translated as well as checked for grammar and syntax errors. The researcher had issues for translating and coding variables and cases into SPSS.

3.7.2 Response times

The phase of data collection through questionnaires was conducted in range of two weeks. Interviews every respondent was interviewed no more than 15 minutes. All interviews were conducted in two days. The researcher spent 120 minutes each day for interviewing respondents (Saunders M. et *al*, 2009). The conduction of qualitative data was normal considered by time and expenses.

The deadline of conducting quantitative research was two weeks. Using this technique will provide data results having high chance of distortion. As a manager of mid-sized TSP` with offices and partners throughout European and USA, researcher was able to gather customer opinions. Sworn and working translator email contacts have been taken from author translator database.

3.7.3 Ethical issues

The researcher as a translation agency owner himself had been mindful about the temptation of commercially sensitive information. The research overcomes this by including all the data as anonymous and confidential. There were no possibilities that the researcher could act against a competitor with this research. In general there is a possibility information gathered is only for academic purposes and would not be used for any commercial purposes.

Chapter four

4 Findings

4. 1 Data Analysis

The data that is analysed statistically is in relation to the hypotheses and methods presented in Methodology chapter. The placement of every fining is according to Hypothesis testing explanation table. *Questionnaire translators* and *questionnaire customers* can be reviewed respectively in **appendix 7** and **appendix 8**

Questionnaire customers

Questions 9 - **If any, what were the errors with your translated text?**

Question 10 - **If any, what were the errors with your written translation service?**

Question 11 - **Do you think European and USA Translation industry needs improvement?** To ground the above two data from this questions is considered independent variable.

To test relation and validity between above data researcher applies linear regression analysis, technique from inferential statistics, presented in details in the Methodology chapter. In order to investigate findings data is analyzed in two cases.

First case tends to analyze relation of Question 9 as dependent with the independent Question 11. Question 9 tends explore what errors has been experienced by the customers in relation with the Quality measurement models and Process stages from quality control models.

Fig 4.1: Regression Standardized Residual
Dependent Variable: Translation process and measuring related errors
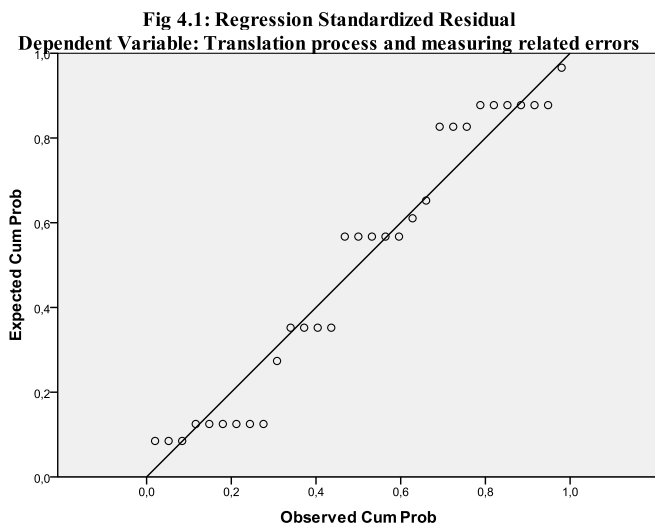
The calculations conducted represent correlation coefficient *r* = 0.545, constituting for linear one way direction of errors in translation process with improvements equivalent to demand of investing in quality. Moreover the coefficient is between 0.3<0.545<0.7

stating average power of correlation between the two variables. The coefficient of variance $r^2 = 0.297$ constituting that 29.7 % of the errors in translation depend from what TSP`s leaders invest into quality and measurement of translation process. The percentage is not significant stating that there is other factors more important that Leaders of TSP`s should invest in. On Fig. 4.1 one can explore the residual standardized regression with expected cumulative problem (Y axis) is in straight line with observed cumulative (X axis). This basically provides no unexpected relation. Testing the significance and validity in the ANOVA table with $α = 0.05$. Sig F $= 0.002^a < 0.05$ which states this test is adequate. Standardized regression coefficient $β = 3.492$.

Second case correlates Question 10 as dependent and Question 11independent. Question 10 is related with the Quality control model and particularly the Provider-product stages with the quality management.

Fig 4.2: Regression Standardized Residual
Dependent Variable: Product-provider related errors
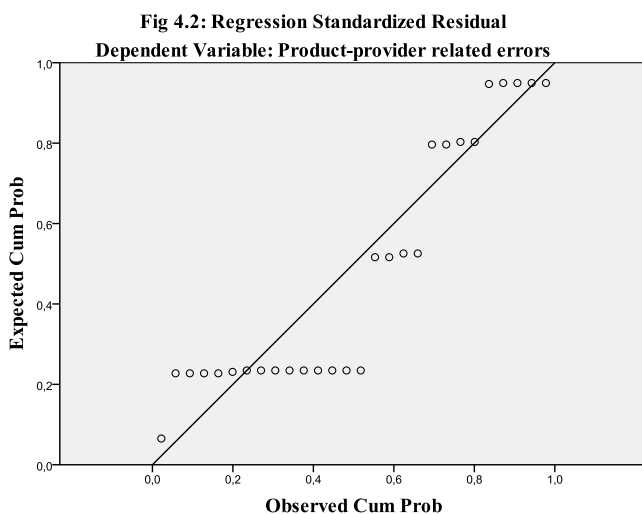
Correlation coefficient $r = 0.11$, constituting for linear one way direction. The coefficient is between $0.1 < 0.11 < 0, 3$ stating very weak power of correlation between the two variables. The coefficient of variance $r^2 = 0.000$ constituting 0% of errors in the translation service require investment. To investigate this phenomenon several factors are being evaluated. The residual standardized regression value on Fig 4.2 as one may uncover the expected cumulative problem (Y axis) is not in straight line with observed cumulative (X axis), there is diffusion in the lower values resulting in inconsistency. Testing the significance and validity with $α = 0.05$, in ANOVA table values of Sig F $= 0.955^a > 0.05$ which indicates not adequate relation which can state that customers cannot assess internal quality control provider-process models and their strategic management. Standardized regression coefficient $β = 1.919$.

Respondents answered "I cannot answer" or nothing, will be considered translator not aware of such model stages. All the answers are coded as nominal variables. Descriptive statistics are used to analyze data.

Question 6: **Do you comply when conducting written translation to with stages of product quality control?**

Fig 4.3: Product Quality Control Model
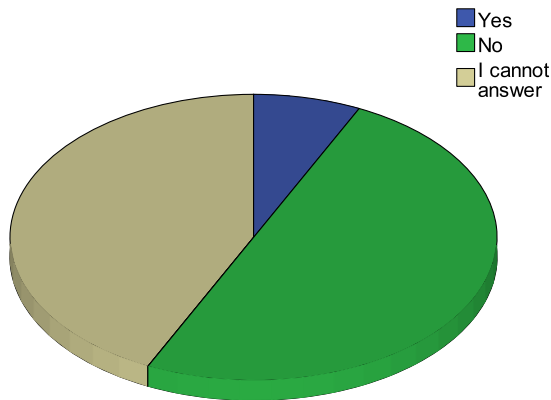
This question indicates whether the translators follow product stages of quality model and with the answer "I cannot answer" it will be considered that the translator is not even aware of such model stages. The answers are most disperse ones with σ=0.633, μ = 1.36 and C_V = 0.401 proving validity. The valid percentages indicate that 7.1% of the responses are complying with this model while 50.00 % answered NOT complying and 42.9 that are not aware what are these model stages.

Question **7: Are you conducting translations under Process Quality control stages?**

Fig: 4.4: Process Quality Control Model
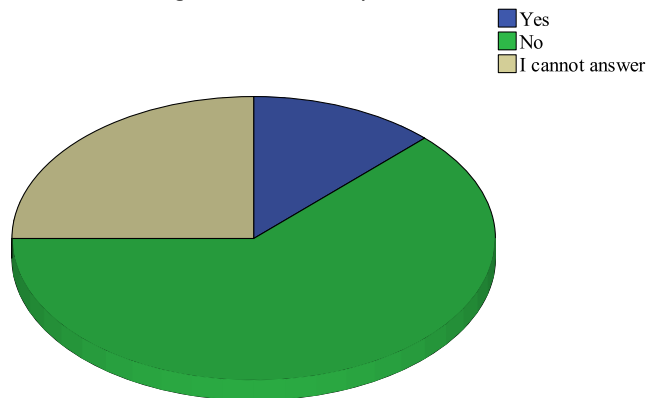
This question indicates whether the translators follow process stages of quality model. The answers are less disperse ones with σ=0.619, μ = 1.313 and C_V = 0.383 proving validity. The valid percentages indicate that 12.5% of the responses are complying with this model while 62.5 % answered NOT complying and just 25.0 that are not aware what these model stages are.

Question 8: **Do translation agencies you work for assess every translation under quality?**

Fig 4.5: Basic translation measurement/asessment

■ Yes
■ No
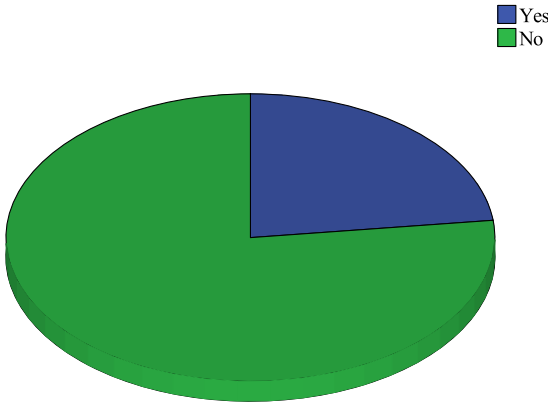
This question indicates if the translation project has been measured or assessed in the basic error/fail model. The answers are has minor disperse with σ=0.439, μ = 0.77 and C_V = 0.192 proving validity. The valid percentages indicate that 16.7% of translators experience measurement of errors/faults while 55.6 % answered NOT assessed in means of any errors. 27.8 % do not answer, which express that are not aware.

Next pair questions are designed for direct comparison. The Standard related question explores quantitative data from question 11 from *Translators questionnaire* and Question 14 from *Customers questionnaire*. For the acquisition of findings again descriptive statistics are used.

Fig 4.6: Type of documents Translators
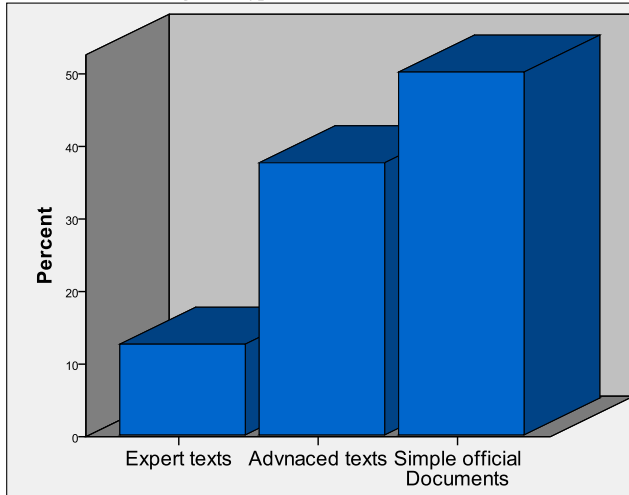
Fig. 4.7: Type of documents Customers

Question 11 *translators:* **What type of written translations is the most undertaken by you?**	Question 12 *Customers:* **What was the type of last translation you conduct using European and USA TSP?**
The answers from translators themselves have major disperse with σ=0.719, μ = 0.63 and C_V = 0.517 proving a valid sample. The frequencies displayed are valid percentages indicating that 50.0% of all translations that are conducted by translators are simple institutional documents, there is 37.5 % advanced texts and only 12.5 % expert texts.	The answers from customers have average disperse with σ=0.719, μ = 0.63 and C_V = 0.517 proving a valid sample. The responses indicates that customers ask for simple institutional documents in 67.7% of the cases while 29.0 % are advanced texts and insignificant amount of 2.7 % for expert texts.

The following three quantitative questions are designed to provide data as evidence related to Standard EN 15038:2006. As stated in methodology a triangulation method is adopted. This enables the researcher to explore same nature of question to different target group samples. The Standard related question explores quantitative data from *Translators* and *Customers questionnaire*. The most convenient method is by presenting descriptive statistics. There is missing answers but for purpose of findings only the valid percent is taken into consideration.

Questionnaire translators

Question 9: **Are you complying with the requirements of Standard EN: 15038:2006?**

Fig. 4.8: Complying with requirements of Standart EN 15038:2006
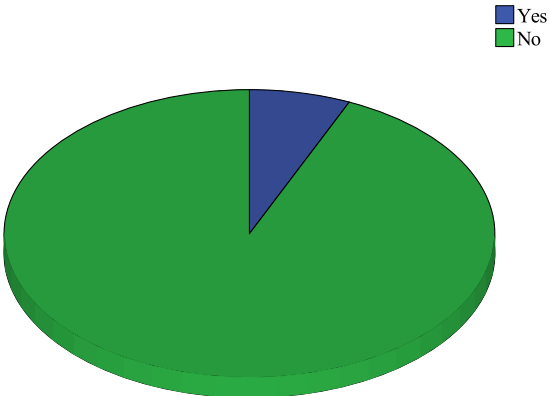
The data gathered from this question will indicate whether the regulations and instructions towards the process or are being followed during the second stage "*do*" (Mihova, M., 2012). The data analysed has minor deviation σ=0.258, μ = 0.93 and C_V = 0.067 indicating normal tolerance. The frequencies on analyzed data as visualized in Fig. 4.8 state that 93.3% *NOT* follow those procedures while the minor amount of 6.7 % answered the opposite

Question 10: **Do you thing that standard EN 15038:2006 actually improves the quality of written translations?**

Fig 4.9: Standart EN 15038:2006 Improove quality of written translations
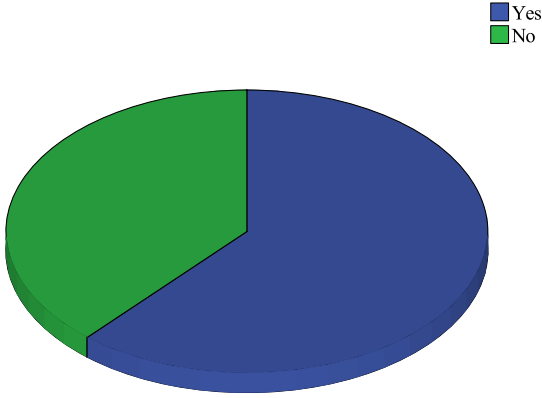
In relation to the above person, however author tends to further explore opinions of standard EN 15038:2006 from translators viewpoint. The statistics indicate as well nothing extraordinary with average deviation σ=0.506, μ = 0.38 and C_V = 0.256 all in range of tolerance. However the data analyzed provide interesting finding, 61.5 % of translators accept the standard as a positive instrument for improve of quality, while 38.5 of all respondents argue the opposite.

Questionnaire Customers

Question 14: **Do you thing that European standard if implemented can increase the quality output of TSP`s?**

Fig: 4.10: Improovment of TSP`s output quality by European standart
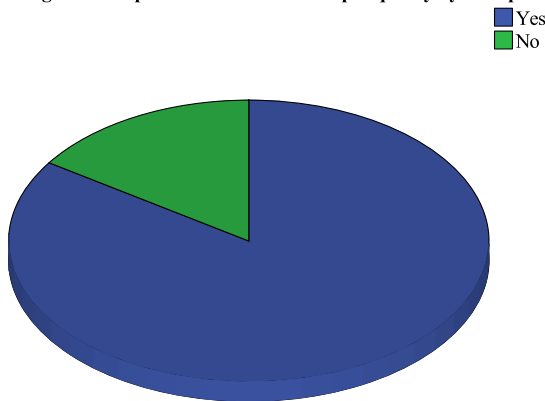
The data from customers indicating opinion of European standart is important for overall triangulation process grounding the hypothesis. Statisticaly processed answers uncover standart deviation σ =0.369, mean μ = 0.16 and variance C_V = 0.136 all in range of tolerance. The answers presented visually on Fig. 4.10, states that 84.4 % of customers are more than welcome to TSP`s which implement this European standard. Only 15.6 % do not thing that European standard can improve quality.

Question related with the government regulations is explored trough descriptive statistics

Question 13: **Do you thing that, European and USA government should implement regulations for improving the quality of translations?**

Fig. 4.11: Governemnt regulations for written translations in BG
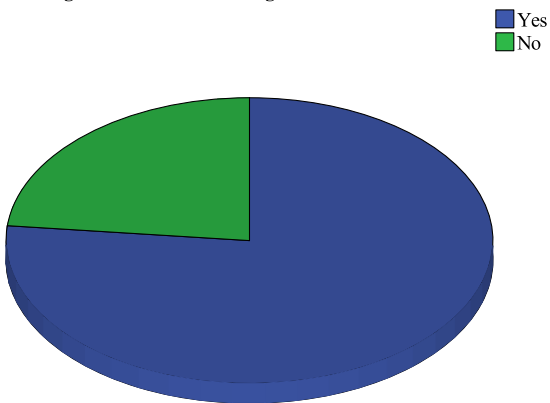
The data gathered is intended to reveal customer expectations towards government regulations in the written translation market. The standart deviation σ=0.430, mean μ = 0.23 and variance C_V = 0.185 all in range of tolerance. As presented in the figure 76.7% of written translation customers greet government regulation while only 23.3% rejects it.

4.2 Content Analysis

The methodology that background content analysis of qualitative data is presented in the Methodology Chapter. Respondents /R/ which answers are being analysed are indicated /No./.

The Questions along with responses are presented in detail in Appendix 6.

Interview *questions, 6 13 and 14* are grouped and interrelated to express the opinions about the competitiveness within the European written translation service market and the forecast for the European and USA sector.

In **questions 6** most respondents answered that they use only the process quality control stages part of the Quality control model proposed by Schiaffino R et *al* and Stejskai J. (2006). Respondent 2, 4 and 11 actually do not impose any advanced model. However, Respondent 10 is the only one that complies fully by Quality control model with all stated objects. The overall results is that TSP`s do not use the quality control model but only the process which is related with the translation itself.

In **Question 13** the researcher tends to review opinions about competitiveness. There are Respondents which refuse to answer these questions in means of uncertainty. Other type of answers are neutral and explain basic competitiveness if some measures are taken.

"I think there are too many young people who are a perfect competitor and can well be represented and presented in the field of translation... "
(R 13)
"... Most of freelance translators in European and USA, lack of competence. They don`t desire to work under strict process model and quality measurements. Strategy management of quality is not on the sufficient level"
(R 8)
"... Advantage of the European and USA translation agencies is the low cost compared to foreign translation agencies... "
(R 17)

There are managers who stated that there is future for them on the European market.

"Yes, it could be competitive with prices and even the quality of written service..."
(R 10)
"... fully competitive on the international market of written translation. We have very good linguists who are competent in a wide range of fields... "
(R 15)

In **Question 14** the researcher asks respondents of the 5 years forecast. The answers tend to indicate perceptions of the translation service market. Answers are synthesized into category

First category of respondents expresses growth in the industry:

" ...translation will be more in demanded in the European Union..."
*(*Respondent 1, Respondent 17)

"There will be growth as our prices are well below the average ... European market, but with the quality control, measurements and management we are not yet at the level European"
(Respondent 9)

Second category of respondents expresses stagnation and uncertainty:

"It's hard to tell. Most likely things will remain the same"
(R 3)

Third category of respondents expresses answers related with the government and law of translation in European and USA.

"The future lies in the adoption of Law on translation services..."
(R 2)
"*More bankrupted TSP`s in the future, because of nonsense regulation of the government upon the Translation industry in European and USA*"
(R 7)

" ...industry in European and USA is monopolized by a few agencies, and so probably will remain the same"
(R 10)

The content analysis responds to the Standard 15038:2006 its impact over the industry. In **Question 12** researchers intend to deeply inspect the opinions of the Managers to this Standard. The first category is the strengths of the standard.

> "*...the standard provides clear regulations stages of processing a written translation"*
> *(*R 1)
> " *...improve the quality of execution of large written translation projects* "
> (R 8)

However researcher found that there are more weaknesses stated as well as more advanced issues concerned.

> "*... It requires more human resources, effort and time... that already work on the provider-process-product model this standard is not needed.*"
> *(*R 3)
> " *... implementation itself is quite expensive investment and unnecessary burden...* "
> *(*R 11)
> "*Over-investment that will not improve Quality*"
> *(*R 12)

> Respondent 13 express that without quality model TSP cannot sustain in the translation service market "*Every TSP does in European and USA, ... implement a model for Quality control. Without such a model, the work in such a TSP would be impossible.*"
> *(*R 13)

> " *Standard EN 15038:2006 offer us simply describing regulations into smallest details of what exactly we do with quality measurement and quality control, in a manner - which could lead to loss of valuable time and waste paper to Print.*"
> *(*R 14)
> "*Slower performance of the overall service higher cost of service*"
> *(*R 17)

> Most managers of TSP`s perceives standard 15038:2006 as a needless investment and time consuming model of quality

> "*...Management of simple documents consisting 1 to 5 pages. In this type of projects, especially in time dependent order, there is no technological time or resources to meet the full model involving the product and process regulations of the standard."*
> (R 8)

> " *... I do not think that the European and USA government, in particular the Foreign Ministry and the "Consular Relations" should make this standard compulsory only for running business in this area; this is contrary to all kinds of business rules of the free market and the market economy...* "
> (R 10)

> " *...most of the documents for translation are official institutional simple documents.*"
> (R 11)

> "*...The compulsory implementation from the government of this standard will not lead to increased in any way quality.*

(R 14)

The following question group is designed to ground government related issues of the Translation Industry. Inspired by the secondary data, the researcher creates questions 8 and 11 for that purpose.

In **Question 8** all respondents stated that the Translation industry is dependent from the Government.

" *It is depended only for translation of simple institutional documents."*
(R 15)

"*Written translations industry is highly dependent from the government."*
(R 15)

Question 11 is related with the government regulation, Managers express feelings about government does not impose rules for improvement in the sector

"*To be able to enter European market of translation service and to have the ability to translate EU simple documents...* "
(R 1)

"*I never claimed that the government has to impose rules. Rules are imposed by customers.*"
(R 2)

"*... Absolutely not think that the government should impose mandatory rules for agencies - though we no longer live under socialism and there is market economy..."*
(R 9)

"*There is no need to impose such rules. The problem with governmental requirements of the European and USA country is that they mostly protect individual interests...* "
(R 10)

"*... Rules are needed and these are issues that we in the handful of TSP`s discussed (back in early 1994 to 1995) and tried to give them a publicity, but we were never able due to various reasons.*"
(R 15)

"*... I do not think that is right. The customer expectations on the market are good enough, to regulate which agencies to stay and grow because they are perform on high quality..."*
(R 17)

Chapter five

5 Discussion

The Discussion chapter explains the findings which the researcher analysed and relates to the secondary research by means of a triangulation approach, presented in the Methodology chapter, to accept/reject the hypotheses. The researcher considers important a further explanation of the government relation with the translation industry in European and USA. In the interviews the researcher found, that numerous managers of TSP`s referred to government interference in the written translation service in European and USA

5.1 Preamble

According to Ivanova, M., (2012) the idea to introduce a complete standard "BDS EN15038 - written translation services" (BDS, 2012), as a regulation will establish control over industry. At the end of 2011 agreement was concluded, MFA, (2013) as responsible for the correctness of translations impose standard EN15038 to become mandatory for TSP`s which have to comply until July 2013 (Radoslavova, S., 2012), (Mihova, M., 2012). This terms are valid to those TSP`s which engage in an activity of translation and legalization of simple institutional documents. As Stefanov, S., (2013) and Elefterova, E., (2013) argued standard EN 15038, which MFA sets as mandatory for translation companies in European and USA, has no such requirements in Europe. The same applies for every local European country own standard, they are not compulsory for the TSP`s in the countries that is applied there are prescriptive.

The Standard EN 15038:2006 after final publish was approved by European Committee for Standardization /CEN/ (DIN, 2009), on 2006 became, unified and improved European Standard to replace all others. The standard was implemented as compulsory, to CEN National Members (Pastor, G., 2007). However on 2007, European and USA Institute for Standardization, BDS became National Member of CEN (DIN, 2009). Currently BDS (BDS, 2013) is the only organization that provides the standard to TSP`s in cooperation with Austrian Standards Institute. (BDS, 2013). However obtaining declaration of conformity with the requirements of standard EN 15038:2006 can be conducted by private certification organisations in European and USA.

Hypothesis 1

The European and USA small and medium TSP`s can challenge the European market of written translations with significant investments

The hypothesis is aimed by research question presented in Methodology chapter analysis. As indicated in Appendix 1 conclusion about this hypothesis is build upon the secondary data and content analysis from data covering three interview questions. Conclusions that can be pointed using triangulation technique are represented in research design.

The most demanded measure in European translation market is Quality and price of the translation. From the content analysis researcher found that all translation agencies comply with just one object of the model stated in the literature review which is below the European market expectations. Leaders of TSP`s express knowledge of the advancements they have to conquer a large and advanced market. Those advancements are low price, qualified younger translators and low cost of written translation service. However, none of the respondents express specific strategies to benefit from these advances. Managers also express knowledge of significant backwardness of European and USA translation industry to world trends of written translations. None of the respondents express needs to fully implement quality control model.

As a result European and USA translation service providers have great potential to be competitive in the European written translation service market. Further small and medium TSP`s cannot be competitive as they can`t invest in meeting customer demands as well as lack of advanced management skills. To be competitive one should grow in the local market and when the size allows investments may be competitive which cannot succeed in any time soon due to economic downturn.

Hypothesis 2

Small and medium TSP`s in European and USA is aimed at the channel servicing simple documents which excludes imposition of advanced quality measures, control and management strategies

The researcher pointed three research questions indicated in Appendix 1 on grounds of methodology presented in Methodology chapter. Using triangulation technique they will ground conclusions for H2.

First question tends to find relation in errors occurred since lack of quality measure (Fig 2.7, 2.8, 2.9) in translations and lack of quality control in product-provider objects. The regression analysis in Findings chapter presented that customers cannot give opinion for the investment of TSP managers in the quality control model concerning provider and product and their strategy managing. With coefficient of variance $r^2 = 0.000$ and Sig F $= 0.955^a > 0.05$ researcher found invalid relation. Invalid relation states that customers would not express their opinion of internal quality objects such as provider and product. However the measurement and control of the translation process is perceived from the customers. Proof for that is correlation coefficient $r = 0.545$ stating one way average relation and that 29.7% of customer experience and errors derived from investment in measurement scale in translation or quality control model on process object stages.

Second research question examine quality control models from the translators point of view. In order to make any conclusion researcher analysed data from three questions from translators questionnaires presented in Findings chapter. When compared data and visualized pie charts on fig 4.3, 4.4 and 4.5, one may evident that 50.00 % of translators not follow product quality stages, 62.5 % not follow process stages and 57.6 are not assessed by small and medium TSP`s for completed projects. Even more , the data here prove that translators are not even aware of such models. This may be due to the lost quality regulation in the sector after the regime fall and new form of order in translation agencies on small and medium scale. Or this may be because the fundamental of translation culture is based on trust and relations. However, there is sa mall group of translators that are aware and consider quality models important and comply with them.

To ground the hypothesis and unite research questions build around H2, the researcher refer to literature review and found, that small and medium TSP`s in European and USA, which are mainly situated in countryside, accept projects for translation, as simple institutional documents. These simple documents according to the preamble are legalised for abroad or interior works.

In Findings chapter the researcher directly compared data from translators and customers (fig 4.6 and 4.7) about types of projects handled to the translators from TSP`s from one side and the customer demands from other. From the two figures one could liberally acquire insight about the written translation market. Translators stated that 50% of documents handled to them as projects are simple translations, 67.7 % of participated customers also state demand of simple documents translation service.

Small and medium TSP`s in European and USA is aimed at the channel servicing simple documents which excludes imposition of advanced quality measures, control and management strategies

Hypothesis 3

Small and medium size TSP`s are not matured enough to meet standard EN 15038:2006

This hypothesis is designed with three research questions (Appendix 1), which involve data from all three target group samples. Data is analysed consequently in Findings chapter. To conclude this hypothesis the researcher use the triangulation technique described in methodology chapter. Every research question is related to one of three focus groups involved in the translation industry. The standard EN 15038:2006 as stated in preamble is imposed by the government to increase lost quality after regime fall in European and USA.

The data analysis (fig 4.8) indicates that 93.3 % of translators do not follow the regulations and instructions of Standard EN 15038:2006 (Fig 2.7), (Appendix 7). This data represent, on time of conducting this survey, translators not comply with the standard. Translators may even be in situation of unpreparedness, when the governmentally imposed standard takes place as compulsory. However the data symbolize attitudes and perceptions of translators towards the European standard (Fig 4.9), stating that 61.5 % of translators accept the standard as a positive instrument. This proves that translators are aware of the poor quality problem in translations and are prepared to self-educate and prepare to follow instructions and regulations of this standard.

Assignee of the standard can only be TSP which shall instruct and supervise translators according to standard regulations. For this reason, qualitative data is taken from leaders of TSP`s (Appendix 6), content analysed in Findings chapter. The positive opinions are that standard should improve the quality of written translation service and enhance customer experience. This positive data is exact with standard intention. However managers small and medium TSP`s pointed mostly negative expressions. Stating such as: "*more human resources*", "*expensive investment*", "*needless*", "*slower performance*", "*no technological time or resources to meet the full model for small projects*", "*should not make this standard compulsory*", correspond to variety of difficulties. This data practically points improve in quality of service, but that the standard is incompatible with size of scoped TSP`s as well the simplicity of work. Translation agencies suspect monopolization of market by larger companies. The reason stated is due to lack of statements around imposition of standard EN 15038:2006 as compulsory for the whole industry in European and USA. Smaller TSP`s also blame the government of making this standard compulsory but the researcher inclusively establish in preamble, that European and USA signed membership with CEN which in 2006 accept standard EN 15038:2006 as mandatory for all its members. Therefore in developed industries as shown in literature review this standard is a welcome tool, even it needs further revision.

To ground this hypothesis the researcher includes the vital part of any industry, the customers. In the literature review is stated that customers of written translation service are being more educated and more demanding. The data analysed in the Findings chapter indicate that 84.4 % of the buyers would demand their service to be completed according to the European standard. This shows that customers are well educated to thing that they will experience better service if done under Standard regulations.

Standard EN 15038:2006 may be a marketing tool but it isn`t compatible with small and medium translation agencies in terms of their market and type of work

Hypothesis 4:

Government regulations would not improve quality over

The preamble indicates in details the history and situation around the written translation market in European and USA. After the regime fall in1991 translators are being "sworn" to be able to officially translate. Translation agencies are being registered to work under old conditions adopted in the far 1958. Ministry of Foreign affairs is the main regulator, which however suspend its practice to assess quality and with that action initiate drastic fall in quality which in recent years leads to law suits. However,in 2011 the regulator "wakes" with the decision to improve quality. The tough decision is simplified by adopting standard approved by CEN. The outcome therefore is unexpected 1500 from all 2000 TSP`s are threatened by bankruptcy in terms of expenditures around this standard. Those 1500 TSP`s are all small and mid-sized. Data from the affected sides is analyzed and interpreted according the triangulation method in order to answer research questions (Appendix 1) that background the hypothesis.

Data derived from statistical analysis from customers (Fig 4.11) indicate 67.7 % of the written translation service buyers expect the government to regulate the TSP`s in terms of improvement in quality. This proves that if TSP in European and USA decides to work without relation with the government may exclude the local market, which in terms of small and medium size.

The qualitative data from leaders concerning the government are content analyzed. The data from **Question 8** (Appendix 6) indicate that all respondents are dependent from the government in order to process simple document translations, which as accepted in H2 is the local market of TSP`s. This proves that if one smaller TSP cannot translate simple documents will be unable to survive. Explanation of TSP`s opinion how perceive the government are in **Question 11.** Leaders of TSP`s express unconformity with rules implemented and lack of competent measure for the industry in European and USA to grow and improve. Furthermore some leaders express that numerous rules have been discussed but never taken published. This indicates that there is isn`t proper communication between the smaller TSP`s, which represent most part of the industry, and government. The overall opinion by the leaders is that government should not regulate an industry in market economy, because in such the buyer demands and expectations would rule and decide.

The small and medium TSP`s in European and USA represent 75% of the industry. All respondents from the same size represent that are highly dependent from government, customers

also express that expect from government to regulate this industry in European and USA. *As results this hypothesis is accepted. However there is inconsistency in communication and understandings in two pairs Government-TSP and TSP-customer.*

- *European and USA Government does not regulate industry in favor of small and medium size TSP`s*
- *TSP`s desire not regulated market economy where only buyers rule, but the buyers which is their market state that would buy a written service state government should regulate this industry.*

Chapter six

6 Conclusion

The aims and objectives in this research tended to explore the European and USA industry of represented by the relationship Managers of small and medium sized TSP as providers, translators as covering the process and customers as buyers of the product written translation service

In the literature review numerous authors and reports state that in European translation market operate mostly within small and mid-size translation agencies. Those TSP`s report the market for the future 10 years is stable or even increasing, meaning more space for European and USA TSP`s to penetrate the market.

Numerous reports and official industry journals express benefits and opportunities to TSP`s providers situated in European and USA. Proven by Kelly N., (2010), Parker, P., (2010a), Benanito et *al,* (2009) and ECDGT (2009), European market is open to European and USA TSPs. It is noted that European TSP`s may be worried of having potential European and USA competitors. Other researchers also wrote about the opportunities of Eastern European TSP`s and potential competitiveness over the European market (Hemera, A. et *al,* 2008), (EUATC, 2005), (Kelly, N., 2010). There are numerous benefits in favour for European and USA translation industry such as, EU member, weak currency, low salary structure, growth of translators and educated young professionals.

Customers of written translation services cannot easily determine quality they receive consequently, various basic translation measurement and more advanced customer value tracking techniques that eradicates errors and faults have been observed in details. Further advanced quality control model including three interrelated objects provider, process and product is presented to be of great usage towards crucial to TSP`s quality of the final product to satisfy expectation of competitive and demanding European market. Key principles for successful management and strategies for quality improvement efficiently to lower costs are also focused.

In relation with the research problem world and European standards are briefly reviewed. The focus of this study merit special emphasis on Standard 15038:2006. Quality control model stages are recognized by instructions and requirements expressed in details with adoption of examined Standard EN 15038:2006.

The secondary research points out translation business in European and USA is situated in the capital city (Radoslavova, S., 2012), (Parker, P., 2010a) but small and medium TSP`s are situated in countryside and represents more than 75 % from the industry in European and USA (Gancheva, S. 2012). Foreign author report noted that 40 % of the revenues that translation industry in European and USA earns are in capital city.

The empirical research conducted indicate, that TPS`s in European and USA operate in highly dependent from the government environment. The dependency from government gives access to the local market to small and mid size TSP`s but regulations that are imposed are not in favour and benefit to them. Even it can be concluded that government is the prime reason why the number of small and mid-sized TSP`s in European and USA is large but not improving and grow.

The market of written translations in European and USA consists mainly of simple translation and customer expectations do not require advanced quality service. For that reason Small and medium TSP`s not invest or impose any advanced control or measures to translators and work on fundamental basic relations and trust. Insights for growth are at disposal but limitations by investments and cost of service in local market which is the main market of all smaller TSP`s prevent improvement. The great European market is potentially open to European and USA TSP`s, but unfortunately small and medium sized ones lack of preparedness to meet European customer expectations and demands.

Government imposed compulsory standard EN 15038:2006 as measure of last resort to improve lost quality of translations. This standard is chosen among other due to government policy and membership in CEN. The data from primary research indicates that this standard impedes the operation of their simple work. Another issue stated is that obtaining this standard requires investment which TSP`s are unable to compensate especially those that are situated in countryside. Translators on time of this study are not prepared for the instructions and

regulations but are prepared to educate and comply. Translators and customers provide positive opinions of this standard not knowing the business perspective.

There is a lack of understanding between customer expectations, government regulations and TSP leaders. Government does not apply tools for actual improvement among small and medium translation agencies but the opposite. Leaders of small and medium sized TSP`s stipulate that regulation is obsolete in market economy, but customers greet that government impose regulation to this industry. This concludes that small and medium sized TSP`s suffer their own unpreparedness to meet new trends advanced tools in business and strategies, not understanding even what their local market expects and demands.

Chapter seven

7 Recommendations for further research

Researcher found numerous gaps when reviewing the literature. Gaps identified include project managers and their stance in the translation Business in European and USA, various advanced software such as Translation memory /TM/ tools, project management software /PMS/ and Machine Translation /TM/ which represents modern automated quality control techniques and measurements. Also the researcher indentified a gap concerning usage of these software tools to penetrate the European market of written translations, and how this expenditures may affect revenues of European and USA TSP`s. All This gaps may be included in further discussions**.**

- Issues from the literature review are related with the European and USA law and government about contracting exclusively TSP`s contrary to competition law leading to discrimination on freelance translators. Another issue concerning the world of translation industry is perceived as considering to machine translation /MT/. It is stated that MT may displace the business of translations, and is considered thread by human translators. However further reviewing the literature indicates that MT can be used as a welcome tool by any translator to improve the output of words per day. These issues may be covered in another research.

- There are numerous topics that are considered beyond the scope of this research. Deep investigation of future investments in quality models and technology such as TM, PMS, MT their operational model, and options available on the market and inter-usability. Future developments of such software and improvement in efficiently in TSP`s Empirical study may include investigation of systems in small medium size and larger TSP`s in European and USA. Left unexplored are other types of translation such as interpretation, web site translation, and marketing localisation representing large part of the industry worldwide. Moreover researcher came across interesting themes for further research. The actual fixed variable and totals costs of European and USA translation companies. Break even analysis of European and USA TSP`s to sustain in the industry and the barriers for entering European and USA market. The payment structure comparing freelance and in-house translators in terms of planning expenses. This data

may be compared to the European scale to compare the gearing needed and advanced accounting for making decisions for new markets. The most important factors considering market entry and growth can be also explored in details. Interesting would be investigation of suitable quality standard for the translation industry model in European and USA, or even key points of building an unique one for situation European and USA in terms of economics, market and style of work operations.

- If the researcher had more time would have expanded in the research topics concerning priorities linguistic higher education in European and USA, about preparedness of students and teachers facing standards and quality models and advanced translation software packages. If the researcher had more resources may have investigated the actual number of the agencies that have passed the audit of Standard EN 15038:2006. The actual size of by European and USA industry in terms of annually translated pages and top 5 translated languages in European and USA. Larger sample may analyse in depth the translation associations in European and USA about their purpose stands and legal form. More interviews may uncover activities of non-governmental and private Union of Associations of translation companies in Europe and in European and USA.

- Other hypotheses that the researcher came across are related with the immigration in European and USA that may support growing of the translation demands in European and USA. Another hypothesis, area for further research may be translation management companies and their impact of the industry in Europe and their place in European and USA market.

- There are cross-purposes from learnt after research has been done, and researcher felt that could have been included in the research. Investigation of small countryside companies in Europe which grow up into multinational translation networks, having annual revenues of millions of Euros. In depth analysis of the work of freelance and in-house translators as well the administration HR in translation industry such as project managers, team leaders and project coordinators.

- The qualitative and quantitative data excluded from analysis in this study may be included for further researches. One example of that is adding detail to quality models using data from translator questionnaires by combining freelance and age quantitative data to explore the relation of complying quality models with younger respondents triangulating it with qualitative data from TSP leaders expressing are the future of European and USA translation industry to competitiveness on European

market. Another example that author felt would led to finding is combining price assessment, price paid and type of translation, quantitative data from customers to test and analyse any relation with the level of satisfaction. Those are just two examples of how these data derived from questions may be combined for further research. However author can express more examples but there are many combinations to be considered.

Word Count: 14,447

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9 Appendices

Appendix 1 Hypothesis testing explanation table

Hypothesis	Research questions	Testing	Data source
Hypothesis 1 European and USA small and medium TSP`s can challenge the European market of written translations with significant investments.	Would the European and USA small and medium TSP`s be competitive in next five years to the European market of written translations?	Content analysis	Interview Q6, Q13 and Q14
Hypothesis 2 Small and medium TSP`s local market in European and USA is aimed at servicing simple documents which excludes investment for advanced quality models.	What is the relation between errors experienced by customers with TSP investments for quality?	Regression - Q 9 and Q 10 Dependable Q 11 independent	Questionnaire Customers - Q9, Q10, and Q11
	What models of quality follow translators?	Descriptive Frequency + Descriptive	Questionnaire - Translators Q6, Q7 Q 8
	What are the typical types of translations conducted in European and USA?	Descriptive Frequency + Descriptive	Questionnaire Customers - Q12
		Descriptive Frequency + Descriptive	Questionnaire - Translators 11
Hypothesis 3 Small and medium size TSP`s are not matured enough to meet standard EN 15038:2006	How translators perceive standard EN 15038:2006 in translation?	Descriptive Frequency + Descriptive	Questionnaire - Translators - Q9 and Q10
	How small and medium TSP leaders evaluate Standard EN 15038:2006	Content Analysis	Interviews Q12
	What is the customers opinions concerning European quality standard in written translations?	Descriptive Frequency + Descriptive	Questionnaire Customers Q 14
Hypothesis 4 European and USA small and mid-size TSP`s are highly	How the customers perceived interference from the government into translation industry?	Descriptive Frequency + Descriptive	Questionnaire Customers Q 13

dependent from government.	What is the perception of the TSP leaders about government interference in the industry?	Content analysis	Interviews Q 8, Q11,

Appendix 2 Top 20 language service providers worldwide (Beninatto and DePalma, 2007, pp. 245-250)

Company	Revenue in US$ (millions)
L-3 Communications	622.0
Lionbridge Technologies	419.0
SDL International	174.5
Language Line Holdings	163.3
TransPerfect/Translations	112.8
SDI Media Group	95.0
RWS Group	73.4 (estimate)
Xerox Global Services	68.0 (estimate)
euroscript International S.A.	62.8
Moravia Worldwide	43.5
Logos Group	43.3
CLS Communication	40.7
Honyaku Centre	32.6 (estimate)
LCJ EEIG	32.1
Semantix	31.2
Merrill Brink International	29.8 (estimate)
Welocalize, Inc.	28.2
Skrivanek Group	23.6
Hewlett–Packard ACG	22.0
thebigword Group	21.0

Appendix 3 Concentration of written translation service providers thought Europe (Kelly, N., 2010, pp. 2-4)

Appendix 4 Respondents by country and standardization written translation service providers thought Europe ((European Commission Directorate-General for Translation, 2009, p. 147)

| ISO2001 and Other standards | EN 15038:2006 | No information provided | INTERNAL AGENCY QUALITY CONTROL AND ASSESSMENT |

Appendix 5 Official service requirements for standard EN15038:2006. (European Committee for Standardization /CEN/ (2006), p. 14)
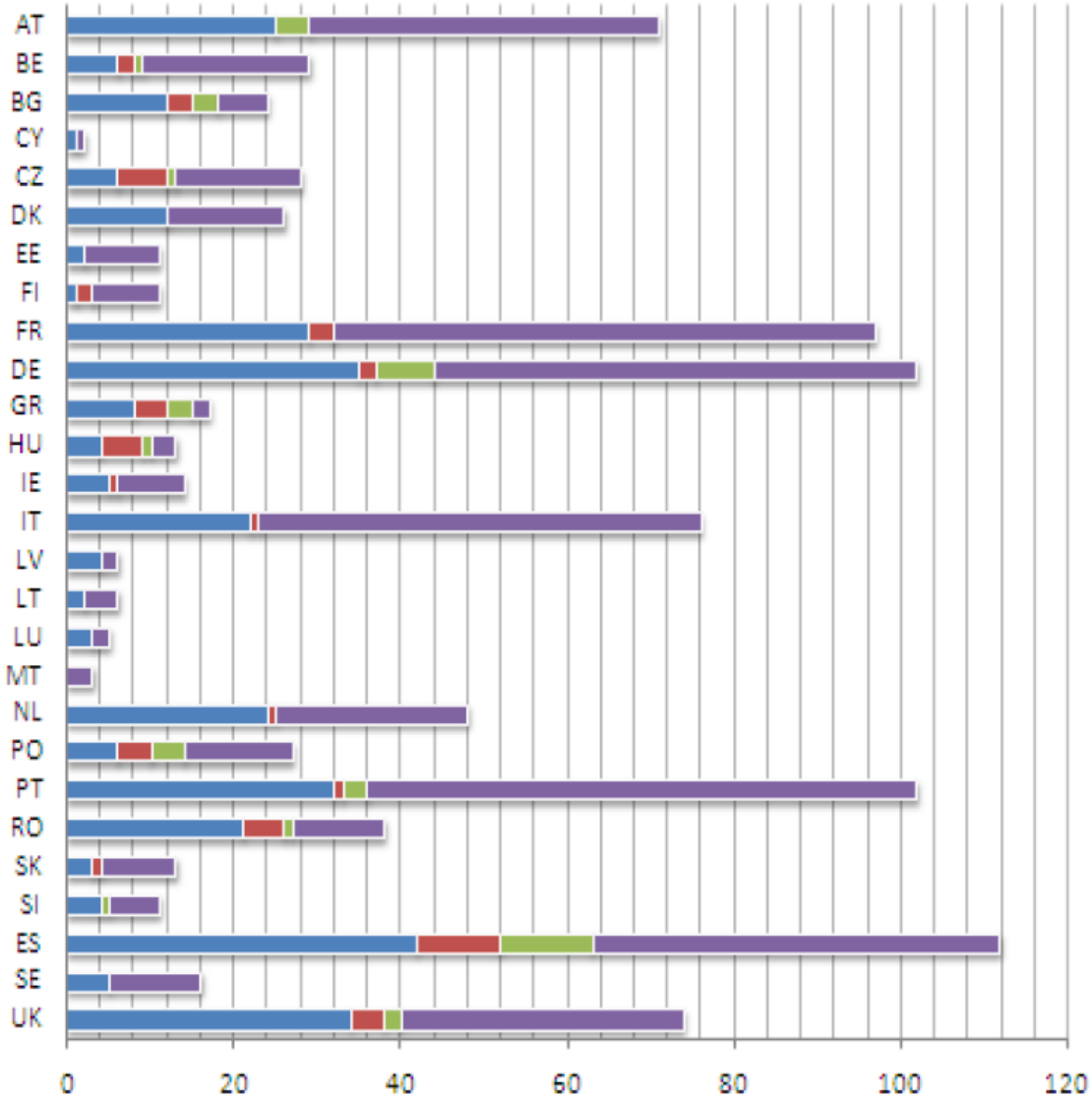
Annex C
(informative)

Source text analysis

Source text analysis can include the following.

a) Extra-textual and intra-textual factors (text type):

— translation brief or client's specifications;

— context and co-text.

b) Macrostructure (intended audience of source and target texts):

— topic;

— genre and register;

— text function and text type;

— agreed text type convention;

— superstructure (rhetorical patterns and moves);

— non-verbal elements (illustrations, graphics, etc.).

c) Microstructure (level of speech):

— pragmatics (presuppositions, implicatures and shared knowledge);

— grammar and syntax (grammatical cohesion, coherence, connectivity);

— lexis and semantics (lexical cohesion, terminology and phraseology);

— suprasegmentals (tone, rhyme and rhythm, alliteration, assonance, prosody, etc.).

Appendix 6 Semi-structured interviews.

Question 1   **Before how many years your Translation agency has been**

                                        established?

1. Respondent   5
2. Respondent   20
3. Respondent   20
4. Respondent   7
5. Respondent   10
6. Respondent   5
7. Respondent   10
8. Respondent   8
9. Respondent   4
10. Respondent   15
11. Respondent   23
12. Respondent   24
13. Respondent   16
14. Respondent   16
15. Respondent   21
16. Respondent   5
17. Respondent   6
18. Respondent   5

Question 2   **As a manager of TSP, what is your education?**

1. Respondent   Secondary education
2. Respondent   Higher education / other /
3. Respondent   Higher education / philology, linguistics /
4. Respondent

5. Respondent	Higher education / other /
6. Respondent	Higher education / philology, linguistics /
7. Respondent	Higher education / philology, linguistics /, Средно / Езикова Гимназия
8. Respondent	Higher education / philology, linguistics
9. Respondent	Higher education / other /
10. Respondent	Higher education / philology, linguistics /
11. Respondent	Secondary education
12. Respondent	Higher education / philology, linguistics /
13. Respondent	Higher education / philology, linguistics /
14. Respondent	Higher education / philology, linguistics /
15. Respondent	Higher education / philology, linguistics /
16. Respondent	Higher education / philology, linguistics /, Higher education / other /
17. Respondent	Higher education / philology, linguistics /
18. Respondent	Secondary education

Question 3   **What is the size of TSP regarding in-house translators and staff?**

1. Respondent	2-10 employees / Small TSP /
2. Respondent	2-10 employees / Small TSP /
3. Respondent	2-10 employees / Small TSP /
4. Respondent	2-10 employees / Small TSP /
5. Respondent	2-10 employees / Small TSP /
6. Respondent	2-10 employees / Small TSP /
7. Respondent	1-2 employees / Sole trader, translator/
8. Respondent	above 10 employees / medium sized TSP /
9. Respondent	1-2 employees / Sole trader, translator/
10. Respondent	2-10 employees / Small TSP /
11. Respondent	1-2 employees / Sole trader, translator/
12. Respondent	1-2 employees / Sole trader, translator/
13. Respondent	1-2 employees / Sole trader, translator/

14. Respondent	1-2 employees / Sole trader, translator/
15. Respondent	1-2 employees / Sole trader, translator/
16. Respondent	2-10 employees / Small TSP /
17. Respondent	1-2 employees / Sole trader, translator/
18. Respondent	2-10 employees / Small TSP /

Question 4   **What is the amount of Freelance translators working for you?**

1. Respondent	30
2. Respondent	1300
3. Respondent	15
4. Respondent	36
5. Respondent	15
6. Respondent	100
7. Respondent	10
8. Respondent	170
9. Respondent	78
10. Respondent	15
11. Respondent	100
12. Respondent	10
13. Respondent	7
14. Respondent	7
15. Respondent	17
16. Respondent	7
17. Respondent	20
18. Respondent	30

Question 5   **What is your main type of customers?**

1. Respondent	Individual
2. Respondent	Individual

3. Respondent   Corporate

4. Respondent   Both Corporate and Individual

5. Respondent   Individual

6. Respondent   Corporate

7. Respondent   Individual

8. Respondent   Corporate

9. Respondent   Corporate

10. Respondent   Both Corporate and Individual

11. Respondent   Corporate

12. Respondent   Individual

13. Respondent   Individual

14. Respondent   Individual

15. Respondent   Both Corporate and Individual

16. Respondent   Both Corporate and Individual

17. Respondent   Corporate

18. Respondent   Individual

Quality

Question 6	Do you implement quality control objects in your TSP?

1. Respondent   Process quality control

2. Respondent   None

3. Respondent   Process quality control, Process quality control

4. Respondent   None

5. Respondent   Process quality control

6. Respondent   Process quality control, , Product quality control,

7. Respondent   Process quality control

8. Respondent   Process quality control, Product quality control

9. Respondent   Process quality control

10. Respondent   Process quality control, Process quality control, Provider quality control

11. Respondent   None

12. Respondent   Process quality control,

13. Respondent	Process quality control
14. Respondent	Process quality control, Process quality control
15. Respondent	Process quality control
16. Respondent	Process quality control, Provider quality control, Product quality control
17. Respondent	Process quality control
18. Respondent	Process quality control

Question 7 and   **Do you have perceptions that customers becoming more educated demanding?**

1. Respondent	Yes
2. Respondent	Yes
3. Respondent	No
4. Respondent	Yes
5. Respondent	No
6. Respondent	Yes but no more than 5%
7. Respondent	Yes
8. Respondent	Yes
9. Respondent	Yes
10. Respondent	No
11. Respondent	Yes
12. Respondent	Yes
13. Respondent	No
14. Respondent	No
15. Respondent	No
16. Respondent	No
17. Respondent	Yes
18. Respondent	Yes

GOVERNMENT-STANDART

Question 8   **Do you thing the European and USA industry of written translations is dependant   from European and USA government?**

1. Respondent   Yes
2. Respondent   Yes
3. Respondent   Yes
4. Respondent   Yes
5. Respondent   Yes
6. Respondent   Yes
7. Respondent   Yes
8. Respondent   It is depended only for translation of simple institutional documents
9. Respondent   Yes
10. Respondent   Yes
11. Respondent   Yes
12. Respondent   It is dependent
13. Respondent   Yes
14. Respondent   Yes
15. Respondent   Written translations industry is highly dependent from the government
16. Respondent   Yes
17. Respondent   Yes
18. Respondent   Yes

Question 9   **Do you have certificate for compliance with the standard EN 15038:2006?**

1. Respondent   Yes
2. Respondent   No
3. Respondent   No
4. Respondent   No
5. Respondent   Yes
6. Respondent   Yes

7. Respondent   Yes

8. Respondent   Yes

9. Respondent   No

10. Respondent   Yes

11. Respondent   Yes

12. Respondent   No

13. Respondent   Yes

14. Respondent   No

15. Respondent   No

16. Respondent   No

17. Respondent   Yes

18. Respondent   Yes

Question 10   **Do you choose standard EN 15038:2006 because of government**

regulations?

1. Respondent   No

2. Respondent   Yes

3. Respondent   No

4. Respondent   Yes

5. Respondent   Yes

6. Respondent   No

7. Respondent   No

8. Respondent   Yes

9. Respondent   Yes

10. Respondent   No

11. Respondent   Yes

12. Respondent   No

13. Respondent   No

14. Respondent   No

15. Respondent   Yes

16. Respondent	No
17. Respondent	Yes
18. Respondent	Yes

| **Question 11** | **Please express your opinion regarding the government regulations?** |

1. Respondent — To be able to enter European market of translation service and to have the ability to translate EU simple documents that goes into the European Union institutions

2. Respondent — I never claimed that the government has to impose rules. Rules are imposed by customers.

3. Respondent — There are reasonable rules, but some are absolutely useless.

4. Respondent — No opinion

5. Respondent — There is no need for government rules to sustain on the market in any case TSP`s must met customer expectations and that means quality.

6. Respondent — To clean up the translation market in European and USA.

7. Respondent — No opinion

8. Respondent — To sifting out small and medium players from the market. The problem is that just like everything in European and USA. TSP`s , especially those who have no ambition to develop, found a way to get obtain Standard without complying with the requirements of the standard.

9. Respondent — Absolutely not think that the government should impose mandatory rules for agencies - though we no longer live under socialism and there is market economy. The market and customers are the ones who judge the good from the bad written translation service.

10. Respondent — There is no need to impose such rules. The problem with governmental requirements of the European and USA country is that they mostly protect individual interests. These requirements must be specified in a dialogue with businesses

11. Respondent — It is not necessary

12. Respondent — To make money, to make filling the holes that they made themselves. The

so-called "government apparatus" does not care about anyone.

13. Respondent	No opinion
14. Respondent	NO- more requirements make more problems with the time of translation and quality is not always accurate. It is required to be provided to private TSP`s agency to be complied with by the institutions themselves!!!!
15. Respondent	Standard will only lead to paperwork. This will lose precious time, to focus on translations and the control of the process quality. Rules are needed and these are issues that we in the handful of TSP`s_ we discussed (back in early 1994 to 1995) we tried to give them a publicity, but we were never able due to various reasons.
16. Respondent	No opinion
17. Respondent	I do not think that is right. The customer expectations on the market are good enough, to regulate which agencies to stay and grow because they are perform on high quality.
18. Respondent	No opinion

Question 12 **Please express your opinion about the strengths and weaknesses of standard EN 15038:2006.**

1. Respondent	Strength: the standard provide clear regulations stages of processing a written translation
2. Respondent	I don`t see any strengths but only weaknesses.
3. Respondent	I read the standard with all regulations concerning product and processes and I did not found any strengths. It requires more human resources, effort and time. For those agencies that already working on the provider-process-product model this standard is not needed.
4. Respondent	No opinion
5. Respondent	No opinion
6. Respondent	Generally standard EN 15038 is very good but not in degenerated European and USA version because the process stages in most cases are made fictitious to save money and time. Unfortunately varieties of ways

are invented to bypass the requirements of the standard.

7.	Respondent	No opinion
8.	Respondent	Strengths from the implementation the standard are to improve the quality of execution of large written translation projects. Weakness is associated with the management of simple documents consisting 1 to 5 pages. In this type of projects, especially in time dependent order, there is no technological time or resources to meet the full model involving the product and process regulations of the standard.
9.	Respondent	No opinion
10.	Respondent	Standard only affects the quality of provided service rather than the quality of the translation. Furthermore, I do not think that the European and USA government, in particular the Foreign Ministry and the "Consular Relations" should make this standard compulsory only for running business in this area; this is contrary to all kinds of business rules of the free market and the market economy. This is pure extortion and protecting corporate and monopolistic interests. A standard in itself cannot guarantee anything. The only standard that I know and that is dedicated to the quality of translation is the German DIN 2345. But even in Germany it is not compulsory, and their government consider it as a good opportunity for business development.

10. Respondent (continued)

Unnecessarily aggravates the process of written translation .

Great nonsense! This does not increase the quality of the service, just fills one's somebody pockets. Believe me, this requirement for translation services is not compulsory anywhere!

11.	Respondent	I think for sole translations, small or medium sized agencies, this standard is unnecessary and excessively burdens TSP`s. First, the implementation itself is quite expensive investment and unnecessary burden especially for that size of provincial agencies, which are unable to be present and to participate in large project contracts; second most of the documents for translation are official institutional simple documents.

12. Respondent	Over-investment that will not improve Quality. But will made service of written translations even more expensive!
13. Respondent	Every TSP's in European and USA, which operates in the market of written translations after some time since its establishment, implement a model for Quality control. Without such a model, the work in such a TSP would be impossible. Therefore, there is no agency that does not have its Quality measures and control with management strategies to obtain its
14. Respondent	activities. Standard EN 15038:2006 offer us simply describing regulations into smallest details of what exactly we do with quality measurement and quality control, , in a manner - which could lead to loss of valuable time and waste paper to Print for someone to come see it and we are paying him That we are acting as providers in the translation service market, is in the name of the customer and we are obliged to obey their requirements, without the right to refuse them. Another weakness of the standard, I think, is the requirement to introduce unnecessary details . Each company has regular clients for decades, build on years of good customer relations. The compulsory implementation from the government of this standard will not lead to increased in any way quality. Poor quality is due to number of other factors that I personally do not see covered anywhere. in the standard's requirements, even when they are clearly met
15. Respondent	.
16. Respondent	No opinion
17. Respondent	Strengths: If strictly applied to all texts actually ensure a better quality of the resulting service. Weakness: slower performance of the overall service higher cost of service
18. Respondent	No opinion

Question 13 European and USA	**Please, express your opinion regarding competitiveness of TSP to developed countries.**

1. Respondent   No opinion

2. Respondent   I believe it is still impossible to be competitors the external market.

3. Respondent   Fully competitive

4. Respondent   No opinion

5. Respondent   No opinion

6. Respondent   Absolutely not competitive.

7. Respondent   There is no potential - only lower prices

8. Respondent   We still have much to learn. Most of freelance translators in European and USA, lack of competence. They don`t desire to work under strict process model and quality measurements. Strategy management of quality is not on the sufficient level

9. Respondent   No opinion

10. Respondent   Yes, it could be competitive with prices, and even the quality of written service, because often the translators - European and USAs living abroad are not the level of European and USA language and cannot handle with some new terminology features.

11. Respondent   No opinion

12. Respondent   As in any industry, where are the powerful we cannot succeed
     No opinion

13. Respondent   I think there are too many young people who are a perfect competitor and

14. Respondent   can well be represented and presented in the field of translation, and they have a large amount of accumulated knowledge

15. Respondent   European and USA translation industry is fully competitive on the international market of translation. We have very good linguists who are competent in a wide range of fields, due to the specifics of our market

16. Respondent   No opinion

17. Respondent   The advantage of the European and USA translation agencies is the low cost compared to foreign translation agencies.

18. Respondent   No opinion

Question 14   **Your 5 years forecast regarding the industry of written translations in European and USA**

1. Respondent   I think the translation will be more in demanded in the European Union.

2. Respondent   The future lies in the adoption of Law on translation services.

3. Respondent   It's hard to tell. Most likely things will remain the same.

4. Respondent   No opinion

5. Respondent   No opinion

6. Respondent   Negative

7. Respondent   The industry in European and USA is monopolized by a few agencies, and so probably will remain the same.

8. Respondent   No opinion

9. Respondent   There will be growth as our prices are well below the average price level for the rest of the European market, but with the quality control, measurements and management we are not yet at the level European.

10. Respondent   I don`t see any good perspective. More bankrupted TSP`s in the future, because of nonsense regulation of the government upon the Translation industry in European and USA

11. Respondent   Stagnation in sector.

12. Respondent   No opinion

13. Respondent   Large agencies will monopolize the market small and medium are individual so will not prevail.

14. Respondent   No opinion

15. Respondent   There is a future; there are many talented people who are treated with love and high commitment to their profession.

16. Respondent   No opinion

17. Respondent   I think the translation will be more demanded in the European Union.

18. Respondent   The future lies in the adoption of Law on translation services.

Appendix 7 Questionnaire Customers

Dear customer of written translation service,

As a user of written translation service, you were chosen to participate in online survey intended for collection of primary data which will support dissertation project on topic: *"The impact of an imposed quality standard over small and midsized translation service providers in European and USA."*

Thank you in advance to all who will devote their time to complete this survey.

Student e-mail: st20037072@outlook.cardiffmet.ac.uk

Work e-mail: eko_4vn@hotmail.com

Gender
- ☐ Male
- ☐ Female

2. Age
- ☐ 18-25
- ☐ 25-34
- ☐ 35-44
- ☐ 44-55
- ☐ above 55

CATEGORY PRICE/QUALITY

3. Are you aware of modern advanced translation service techniques and models?
- ☐ Yes
- ☐ No
- ☐ I cannot answer

4. Do you know whether or not your last translation conducted under quality measurements and strict control?
- ☐ Yes
- ☐ No
- ☐ I cannot answer

5. How you asses prices for written translation service in European and USA

Low						High
	1	2	3	4	5	

6. At what rate your customer expectations are being met using written translation service?

Dissatisfied						Satisfied
	1	2	3	4	5	

7. Last total price paid for written translation service in Euro
- ☐ 0-50
- ☐ 50-100
- ☐ 100-1000
- ☐ above 1000

8. Which of two criteria you value most ?
- ☐ Price
- ☐ Quality
- ☐ I cannot answer

9. If any, what were the errors with your translated text? Translation measure, Quality control process

- ☐ There was no errors at all
- ☐ Syntax faults
- ☐ Text mismatches
- ☐ Technical
- ☐ Language words
- ☐ All of this mistakes
- ☐ I cannot answer

10. If any, what were the errors with your written translation service? *Product-provider-process control*

- ☐ There was no errors at all
- ☐ Text errors / Lack of process control /
- ☐ Late translation delivery / Lack of provider control /
- ☐ There was service faults / Lack of product control /
- ☐ Lack of employees communication / Lack of provider control /
- ☐ All of this errors

11. Do you thing European and USA Translation industry need improvement?

- ☐ Need improvement
- ☐ Well developed
- ☐ I am not aware

CATEGORY GOVERNMENT-SIMPLE-OPPORTUNITY

12. What was the type of last translation you conduct using European and USA TSP

- ☐ Simple official documents /institutional/
- ☐ Advanced texts

- ☐ Expert texts

13. Do you thing that, European and USA government should implement regulations for improving the quality of translations?

- ☐ Yes
- ☐ No
- ☐ I cannot answer

14. Do you thing that European standard if implemented can increase the quality output of TSP`s?

- ☐ Yes
- ☐ No
- ☐ I cannot answe

Appendix 8 Questionnaire translators

Dear Translator,

You were chosen by strict criteria to participate in online survey intended for collection of primary data which will support dissertation project on topic: *"The impact of an imposed quality standard over small and midsized translation service providers in European and USA."*

Thank you in advance to all who will devote their time to complete this survey.

Student e-mail: st20037072@outlook.cardiffmet.ac.uk

Work e-mail: eko_4vn@hotmail.com

1. Gender
   - ☐ Male
   - ☐ Female
2. Age
   - ☐ 18-25
   - ☐ 25-34
   - ☐ 35-44
   - ☐ 44-55
   - ☐ above 55
3. What type of translator you are
   - ☐ In-house
   - ☐ Freelance
4. For how many Translation agencies you work
   - ☐ 1-2
   - ☐ 3-5
   - ☐ 5-10
   - ☐ above 10

CATEGORY PRICE/QUALITY
5. What is your experience in written translations
   - ☐ 1-10
   - ☐ 11-20
   - ☐ 21-30
   - ☐ 31-40
6. Do you comply when conducting written translation to with stages of product quality control?
   - ☐ Yes
   - ☐ No
   - ☐ I am not aware of quality of product stages
   - ☐ I cannot answer
7. Are you conducting translations under Process Quality control stages?
   - ☐ Yes
   - ☐ No
   - ☐ I am not aware of quality of product stages
   - ☐ I cannot answer
8. Do translation agencies you work for assess every translation under quality?
   - ☐ Yes
   - ☐ No
   - ☐ I am not aware of quality of product stages
   - ☐ I cannot answer
9. Are you complying with the requirements of Standard EN: 15038:2006?
   - ☐ Yes
   - ☐ No

CATEGORY GOVERNMENT-SIMPLE-OPPORTUNITY STANDART
10. Do you thing that standard EN 15038:2006 actually improve the quality of written translations

   - ☐ Yes
   - ☐ No
   - ☐ I cannot answer
11. What type of written translations is the most undertaken by you ?
   - ☐ Simple official documents /institutional/
   - ☐ Advanced texts
   - ☐ Expert texts
12. What is your lowest rate for conducting written translation / BGN/
   - ☐ 0,001-0,03
   - ☐ 0,04-0,06
   - ☐ 0,07-0,09
   - ☐ above 0,09
   - ☐ I cannot answer