

REFERENCES

- Alter, A. L., & Oppenheimer, D. M. (2009). Uniting the Tribes of Fluency to Form a Metacognitive Nation. *Personality & Social Psychology Review*, 13, 219-235. doi:DOI: 10.1177/1088868309341564
- Ashley, C., & Tuten, T. (2015, January 15-17). Creative Strategies in Social Media Marketing: an Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*, 32(1). doi:DOI: 10.1002/mar.20761
- Australia, B. (n.d.). *Why Social Media Engagement is Important for your Business*. Retrieved June 22, 2022, from Business Australia: <https://www.businessaustralia.com/how-we-help/grow-your-business/promoting-your-business/why-social-media-engagement-is-important-for-your-business>
- Batchelor, B. (1988). Putting your Mouth where your Money is. Financial Timer.
- Berger, J., & Milkman, K. L. (2012). What Makes Online Content Viral? *Journal of Marketing Research*, 49, 192-205.
- BigCommerce. (n.d.). *What is Social Media Engagement?* Retrieved June 22, 2022, from BigCommerce Essentials: <https://www.bigcommerce.com/ecommerce-answers/what-is-social-media-engagement/>
- Blandchard, D. (2009, July 15). *10 Strategies for Managing Suppliers*. Retrieved from IndustryWeek: <https://www.industryweek.com/leadership/companies-executives/article/21936726/10-strategies-for-managing-suppliers>
- Chen, S., Geluykens, R., & Choi, C. (2006). The Importance of Language in Global Teams: A Linguistic Perspective. *Management International Review (MIR)*, 46, 679.
- Choudhury, P., Foroughi, C., & Larson, B. (2020, October 27). Work-From Anywhere: The Productivity Effects of Geographic Flexibility. *Strategic Management Journal*, 42(4), 655-683. doi:<https://doi.org/10.1002/smj.3251>
- Cleary, S., & Mclarney, C. (2019). Organizational Benefits of an Effective Vendor Management Strategy. *IUP Journal of Supply Chain Management*, 16(4).
- Colina, S. (2002). Second Language Acquisition. *Language Teaching and Translation Studies*, 8(1), 1-24.
- CSAResearch. (n.d.). *Top 100 LPS*. Retrieved July 10, 2022, from CSAResearch: <https://csa-research.com/Featured-Content/For-LSPs/Global-Market-Study-2022/Top-100-LSPs>
- Darrah, C. N., English-Lueck, J. A., & Saveri, A. (1997). The Informed Households Project. *Practising Anthropology*, 19(4), 18-22.
- Davis, D. (2021). *Top Translation Companies by Revenue*. Retrieved February 22, 2022, from LanguageWire: <https://www.languagewire.com/en/blog/top-translation-companies>
- Gandomi, A., & Haider, M. (2015). Beyond the Hype: Big Data Concepts, Methods, and Analytics. *International Journal of Information Management*, 35(2), 137-144.

- Giakoumaki, C., & Krepapa, A. (n.d.). A Brand Engagement in Self-Concept and Consumer Engagement in Social Media: The Role of the Source. *Psychology & Marketing* 2019, 1-9. doi:DOI: 10.1002/mar.21312
- Glees, A. (1986, Autumn). "Looking into Europe", edited transcript of BBC Radio 4 Programme broadcast 11 January 1986. *The Linguist*, 25(4).
- He, W., Zha, S., & Li, L. (2013). Social Media Competitive Analysis and Text Mining: A Case Study in the Pizza Industry. *International Journal of Information Management*, 33(3), 464-472.
- Holden, N. J. (1983, Spring). The Japanese Language - a Partial View from the Inside. *Manchester Business School Review*, 6(3).
- Holden, N. J. (1987). The Treatment of Language and Linguistic Issues in the Current English Language International Management Literature. 6(3).
- Holden, N. J. (1989, September 5-7). Market Closeness and Speaking the Language of the Customer: a Perspective Provided by the Concept of Communication Competence. *5th IMP Conference*.
- Holden, N. J. (1989, Spring). Toward a Functional Typology of Languages in International Business: Language Problems and Language Planning. 13(1).
- Indeed. (2022, July 10). *Appen Review*. Retrieved from Indeed.com: <https://www.indeed.com/cmp/Appen/reviews>
- ISO.org. (n.d.). *ISO 17100:2015 - Translation services — Requirements for translation services*. Retrieved January 26, 2022, from ISO: <https://www.iso.org/standard/59149.html>
- ISO.org. (n.d.). *ISO 9001:2015 - Quality management systems — Requirements*. Retrieved January 26, 2022, from ISO: <https://www.iso.org/standard/62085.html>
- Jaakonmäiki, R., Müller, O., & Brocke, J. v. (2017). The Impact of Content, Context, and Creator on User Engagement in Social Media Marketing. *Proceedings of the 50th Hawaii International Conference on System Sciences*. Retrieved from <http://hdl.handle.net/10125/41289>
- Jain, S. C. (1990). *International Marketing* (3 ed.). Boston: DWS-Kent Publishing Company.
- Johansen, R., & Swigart, R. (1994). Upsizing the Individual in the Downsized Organization.
- Keller, K. L., & Kotler, P. (2012). *Marketing Management* (14 ed.). (Prentice-Hall, Ed.)
- Kerslake, P. (2002). The Work/Life Balance Pay-Back. 49(5), 28-31.
- Klare, G. R. (1963). The Measurement of Readability.
- Landreneau, K. J. (n.d.). Sampling Strategies. 1.
- Laroche, M., Habibi, M. R., & Richard, M. O. (2013). To Be or Not to BE in Social Media: How Brand Loyalty is Affected by Social Media? *International Journal of Information Management*, 76-82.

- Laviosa, S. (2014, February 10). Learning Creative Writing by Translating Witty Ads. *The Interpreter and Translator Trainer*, 1(2).
doi:<http://dx.doi.org/10.1080/1750399X.2007.10798758>
- Marie, A., & Svalberg, L. (2009, October 15). Engagement with Language: Interrogating a Construct. *Language Awareness*, 18, 242-258. doi:DOI: 10.1080/09658410903197264
- Michael, H. (2005). A New Theory of Words and Language. *Lexical Priming*.
- Murdough, C. (2009). Social Media Measurement: It's not Impossible. *Journal of Interactive Advertising*, 10, 94-99.
- Pancer, E., Chandler, V., Poole, M., & Noseworthy, T. J. (2018, November 7). How Readability Shapes Social Media Engagement. doi:<https://doi.org/10.1002/JCPY.1073>
- Pentina, L., Guilloux, V., & Micu, A. C. (2018). Exploring Social Media Engagement Behaviors in the Context of Luxury Brands. *Journal of Advertising*, 47(1), 55-69. doi:<https://doi.org/10.1080/00913367.2017>.
- Pergnier, M. (1978). Language-Meaning and Message-Meaning: Towards a Sociolinguistic Approach to Translation. *Language Interpretation and Communication*.
- Perry-Smith, J. E., & Blum, T. C. (2000). Work-Family Human Resource Bundles and Perceived Organizational Performance. *Academy of Management Journal*, 43(6).
- Pulizzi, J., & Handley, A. (2015, September 30). B2B Content Marketing: Benchmarks, Budgets, and Trends. Retrieved from <https://contentmarketinginstitute.com/2015/09/b2b-content-marketing-research/>
- Punch, K. F. (2013). Introduction to Social Research: Quantitative and Qualitative Approach.
- Purwanto, A., Asbari, M., Cahyono, Y., Suryani, P., Fahlevi, M., & Mufid, A. (2020). Impact of Work From Home (WFH) on Indonesian Teacher Performance during the Covid-19 Pandemic: an Exploratory Study. *International Journal of Advanced Science and Technology*, 29(5), 6235-6244.
- SimilarWeb. (2022, June). *Appen.com*. Retrieved July 10, 2022, from SimilarWeb: <https://www.similarweb.com/website/appen.com/#overview>
- SimilarWeb. (2022, June). *Lionbridge.com*. Retrieved July 10, 2022, from SimilarWeb: <https://www.similarweb.com/website/lionbridge.com/#overview>
- SimilarWeb. (2022, June). *TransPerfect.com*. Retrieved July 9, 2022, from SimilarWeb: <https://www.similarweb.com/website/transperfect.com/#overview>
- Stavrou, E. (2005). Flexible Work Bundles and Organizational Competitiveness: A Cross-National Study of the European Work Context. *Journal of Organizational Behavior*, 26(8), 923-947.
- Sullivan, G. (2019, April 9). *Vendor Management Key Initiative Overview*. Retrieved from Gartner.com: <https://www.gartner.com/doc/2704522/vendor-management-key-initiativeoverview>

- Swift, J. (1990). Marketing Competence and Language Skills: UK Firm in the Spanish Market. *International Business Communication*, 2(2).
- Swift, J. S. (1991). Foreign Language Ability and International Marketing. *European Journal of Marketing*, 25, 36-49. doi:<http://dx.doi.org/10.1108/EUM000000000000634>
- Tahir, N., Yousafzai, I. K., Jan, S., & Hashim, M. (2014). The Impact of Training and Development on Employees' Performance and Productivity, a Case Study of United Bank Limited Peshawar City, KPK, Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 4(4). doi:doi:10.6007/IJARBS/v4-i4/756
- Tanaka, K. (1994). Advertising Language.
- TrustPilot. (2022, July 10). *Appen Review*. Retrieved from Trustpilot: <https://www.trustpilot.com/review/appen.com?stars=1>
- Trustpilot. (2022, July 9). *Lionbridge Review*. Retrieved from Trustpilot: <https://www.trustpilot.com/review/lionbridge.com>
- Trustpilot. (2022, July 9). *TransPerfect Review*. Retrieved from Trustpilot: <https://www.trustpilot.com/review/www.transperfect.com>
- Turnbull, P. W. (1981). Business in Europe: the Need for Linguistic Ability. *Occasional Paper*.

