

## **Systematizing the Dialogue between Translation Studies and Business Studies: An Interdisciplinary Approach**

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Translation studies has collaborated with various disciplines in context and methodology since its emergence. The research in and methodology of translation studies offer solutions to distinctive issues in various disciplines. However, it is still a key concern whether other disciplines have sufficiently benefited from, utilized, or acknowledged what translation studies has cultivated so far. Each discipline has its specific reasons to interact with translation studies; however, the rationale of business studies is more and more reinforced by the unfolding conditions of globalization, international trade, and e-commerce, which as a whole demolish the borders erected among nations, cultures, and languages. For over two decades, a number of business scholars have highlighted the requirement to practice on theoretical and applied knowledge provided by translation studies to efficiently function in a globalized world with distinctive languages and cultures. Rising number and functions of multinational enterprises require rapid identification and resolution of translation-based problems. As a result, numerous studies to date have revealed the necessity of an interdisciplinary approach to efficiently combine the academic disciplines and enable thinking across boundaries. This paper aims to analyze the dialogue between translation studies and business studies while presenting a detailed review of the current literature and opening the issue for further discussion.

Keywords: translation studies; business studies; interdisciplinarity; international business; translation in other disciplines

### **1. Introduction**

The rise of the Internet has introduced a digital globalization process which led to the internationalization of business practices. This process has increased the significance of translation as seen in web localization, resulting in its repositioning at the core of research in several disciplines (Jiménez-Crespo and Singh 2016, 246).

Although translation is considered an indispensable instrument for today's multinational business environment to facilitate cross-national knowledge flow, scholarly emphasis on the significance of translation in international business research is still inadequate (Zhong and Chin 2015, 591). In 2019, the 13th GEM&L International Conference on Management and Language

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was held in Sheffield, under the title “Exploring Multiple Perspectives on Translation in International Business and Management.” This was one of the first systematic attempts to carefully examine the significant relation between business studies and translation studies under the emerging conditions of internationalized business practices, and it brought out the requirement to analyze the central position of translation in this context.

Noticeably, both translation and business have faced a rapid transformation in theory and practice since the 1990s. Considered as the post–Cold War era, the 1990s became a golden age of dialogue and interaction on both personal and international levels; therefore, an advantageous climate was prevailing for the development of translation studies in trade, industry, culture, and politics (Valdés 2013, 304). It was the time when business organizations all around the world found out that intercultural communication was crucial not only because they had to address foreign consumers but also because their workforce was becoming more and more diverse (Limaye and Victor 1991, 278). Foreign direct investment increased dramatically around the globe in the 1990s, and the growth in international trade was at an unprecedented pace. The new millennium welcomed the high-speed development and wide utilization of machines, mostly based on the fact that the Internet exerted a powerful influence on technological advancements (Hutchins 2010, 46). A ‘co-creation era’ started for enterprises two decades ago, and it marked a change in consumer behaviors and gave birth to a process of borderless marketing as the traditional market systems were forced to a rapid transformation due to the growth of e-commerce. As a result of the development of mobile technologies, social media, and collaborative network platforms, commercial interaction between a network of international customers and firms has increased within a new form, resulting in a new cultural repertoire in business. The new cultural repertoire has been shaped by individual consumers from various countries, languages, and cultures, who were named as “prosumers,” emphasizing their position as both producers and consumers (Busca and Bertrandias 2020, 14). Both business and translation were highly transformed by the Internet and other technological advancements. Therefore, they were increasingly “drawn to the socially embedded nature of knowledge and the processes of decontextualisation and re-contextualisation which transformed organisational contexts [and markets that had once been] separated through ‘time, space, culture and language’” (Ciuk and James 2015, 566).

The transformation originating from digital globalization has various faces which heavily impact where and how business and translation, and sometimes both in an entangled

form, are done. This transformation has reshaped most of the activities, actors, and stakeholders in these areas. The rapid development of translation technologies and machine translation accelerated the transformation of translators into professionals who can work remotely for any company no matter where they are located thanks to the Internet, social networking, and applications which make it possible for translators to be hired and accessed easily by multinational firms based on their qualities and experience indicated on their professional profiles, just like many other professionals. While the global connectivity in the business world demolished the geographical limitations for numerous enterprises and provided even a low-budget entrepreneur with the opportunity to reach beyond local boundaries, the only boundary still appeared to be ‘the languages,’ the benchmark of communication. Therefore, translation is the major bridge to be utilized to overcome the only boundary in today’s world.

In practice, the role of translation in reinforcing multicultural communication has been long noticed by business scholars in terms of management, marketing, and organizational behavior (Chidlow, Plakoyiannaki, and Welch 2014, 563). In a globalized world, where more and more firms leave their local boundaries and become a part of a multinational league, language and therefore translation lie at the core of every international business activity. Nonetheless, although language is an essential construct in the field of business studies, its role has not been thoroughly articulated or theorized (Brannen, Piekkari, and Tietze 2017, 139). Although the complex interplay between languages plays a significant role in global business effectiveness, there is limited research analyzing the close contact of two disciplines, and the significance of translation in business studies has not been sufficiently studied by taking the research methodology and theoretical approaches of translation studies into consideration. Despite its powerful and indisputable impact on business settings, translation studies was not sufficiently acknowledged and studied. In a sense, it could be interpreted as a shift from the invisibility of the translator (Venuti 2017, 5) to the invisibility of translation studies.

Given the multicultural settings in which companies have to function and act in a globalized world, in what ways has the interaction between translation and business been analyzed and examined and how is it possible to systematically increase the dialogue between translation studies and business studies in an interdisciplinary approach? This study aims to present a literature review on the research indicating the significant interaction of translation and business and confer a discussion to highlight the requirement to develop, implement, and sustain an interdisciplinary approach. A holistic perspective that takes account of both

disciplines can provide professionals with insight into training processes of both areas, enriched by the knowledge and skills that are derived from the areas of translation studies and business studies.

## 2. Literature Review

A detailed literature review was conducted on the research question addressed above. The literature review has provided the opportunity to see how the interaction of these two disciplines has been handled in scientific research to date. In addition, it has also led to discussion of whether these scientific studies can be considered sufficient to examine the interaction in question. The wide disciplinary structure of business studies and translation studies' systematic exploration of translation both as an applied practice and as an insight into the transfer between different languages and cultures expanded the scope of the literature review.

As a result of a thorough search of all the past studies conducted in line with the research question, the current literature revealing how translation studies and business studies interacted was categorized into three groups. The first group of the studies indicated the significance of the interaction and provided a criticism of the insufficient dialogue between the two disciplines. The studies in the second group included indicators of disregard, mainly in the field of business studies, although the intersection apparent in the studies required perceptive analysis taking the theoretical frameworks of the two disciplines into consideration concurrently. The third group included multidisciplinary efforts, rendering the issues to be addressed by efficient interaction. The framework in which the impacts of translation were most examined was within the scope of international business research.

How translation was treated in business research was discussed primarily in the studies regarding international business research since it is a relatively narrow area of research that refers to the trade of goods, services, or capital across national borders on a global scale focusing on cross-border transactions. The studies were conducted in the 2000s and mainly criticized the limited perspective of business studies while analyzing the consequences of inadequate multicultural communication. In a study conducted by Agnieszka Chidlow, Emmanuella Plakoyiannaki, and Catherine Welch (2014, 570), the qualitative and quantitative cross-language studies published in four international business journals within a decade were

analyzed and interpreted. A technician view of translation prevailed. It associated with the equivalence paradigm, and a shift to a more contextualized approach informed by theoretical developments in translation studies was recommended.

While indicating the significance of the interaction and criticizing the insufficient dialogue between the two disciplines, the priority of the shift to a more contextualized approach was emphasized. The negligence toward the role of translators and translation theory was scrutinized. The language management and the role of translation in present business environments were criticized since translators had often been unseen in the organizational structures in companies and their role had been rarely analyzed by researchers of international business and translation studies researchers (Albuquerque, Costa, and Esperança 2015, 224). As a result of the study conducted in international companies by Alexandra Albuquerque, Rute Costa, and José Paulo Esperança (2015, 231), it was argued that translation skills had to be part of the human capital of a company, along with computer-assisted translation (CAT) tools and content management systems. Another similar view was indicated by Weihe Zhong and Tachia Chin (2015) who analyzed the role of translation in cross-cultural knowledge transfer within a multinational business network. According to the study by Zhong and Chin (2015, 605), although translation was recognized as a critical instrument for multinational companies to enhance cross-national knowledge flow, scholars had not put much emphasis on the importance of translation in international business research. Therefore, in both examples, it was highlighted that the new construct on the role of translation in cross-cultural knowledge transfer entailed implications for advanced human resource policies and professional training.

Although the inefficient or insufficient interaction between translation studies and business studies was criticized by numerous scholars, the disregard for translation studies in business research was highly noticeable in various studies. Even while discussing the issues originating from multilingual business environments and translation-based problems that arise in organizational or marketing communication especially in multinational companies, some studies do not refer to the translation studies literature at all. Denise E. Welch and Lawrence S. Welch (2008) examined the effects of language on the transfer of knowledge within multinational companies, unbundling language from the culture, utilizing the basic communication model to show how language affects all stages, analyzing a range of influences such as cost, transfer medium, teams, networks, trust, staff movements, and motivation on international knowledge transfer, and revealing how language affects their operation. In one of

the cases mentioned in the study, translators were compared to ‘gatekeepers’ because they controlled ‘the flow of knowledge and information through language competence.’ In this sense, translation was considered a process that “altered” the knowledge and “deformed the original” (Welch and Welch 2008, 345). While criticizing the way language aspects were ignored in the management literature and highlighting the significance of knowledge transfer and language in multinational settings, the authors almost took no notice of translation studies on any account. Another example of a similar view was observed in a study on multinational corporations as multilingual communities, in which the fundamental position of languages was emphasized by stating that they could shape organizational change processes, information exchange, competitive activities, global coordination, and intra-corporate value creation as globalized companies were situated in a diverse discourse community (Luo and Shenkar 2006, 321). In the study, Yadong Luo and Oded Shenkar criticized the fact the language construct had no direct representation in the theoretical frameworks that were used to explain basic multinational company decisions and stated that “in those frameworks, language is at best implicit, a distant proxy for core theoretical constructs” (2006, 322). Underlining the relevance of the significance of intercultural communication, it was claimed that in business literature, language was mainly illustrated as imposing barriers that impair market entry, local operations, and overall coordination. Both studies examined the language and culture barriers in the international business context and aimed to offer solutions; however, they did not refer to the theoretical accumulation of translation studies which could provide an insight into the research problems and the import and export of concepts between cultural systems.

Correspondingly, there are examples of disregard toward business studies in the translation studies literature where the researchers remained aloof from business research. However, the discussion on the disregard toward business studies must be separated from the discussion on whether a translator has to formally study a field of specialization such as management or marketing besides regular translator training. Whether translation studies benefits from the theoretical and methodological knowledge to date in the context of business should be discussed. Problematically, some studies reveal the critical role of translation behavior in business, yet ignore the theoretical framework related to the issues which cause critical complications, already identified in business literature. In one study focusing on the characteristics and translation of business texts, it was argued that incredible changes were brought about by the rapid development of business cooperation due to economic globalization

and “as the most useful pragmatic text, business text played an even more important role in this era of business globalization” (Wang 2017, 393). However, the study was limited to an introduction of several commonly used business texts which aimed to help the readers to understand the nature and characteristics of business English and touched upon the further development of business English and its application to more varieties of translation studies. Zheng Wang (2017, 397) limited the issues related to business translation to provide translators with some sample texts that enable them to understand the nature and characteristics of business English. Therefore, the disregard toward both disciplines is an obstacle to dialogue, and it restricts inferential theoretical escalations.

A considerable multidisciplinary effort has been observed in business and translation studies since the beginning of the 2000s. Mainly rising on the concepts of multinational companies, international business, and digitalization, multidisciplinary efforts in business studies remark the significance of the theoretical novelty of translation research. The international business discipline has borrowed concepts from translation studies while assessing cross-cultural differences in advertising appeals, marketing strategies, and brand communication (Jiménez-Crespo and Singh 2016, 251). Furthermore, international business research in the rapid globalization paradigm considered language diversity a significant problem of communication. One of the earliest examples of this approach enabled development of language strategies for international companies, crediting the contribution of translation studies (Janssens, Lambert, and Steyaert 2004). Based on the theoretical background of translation studies, the authors argued on how international companies approached language diversity, and they proposed different language strategies relying on theoretical insights borrowed from translation studies. Inspired by historical developments in translation, they identified and developed new perspectives, each encompassing a different conception of translation and language (Janssens, Lambert, and Steyaert 2004, 427). Along similar lines, John Blenkinsopp and Maryam Shademan Pajouh (2010, 39) aimed to highlight the crucial role of the translator in international business in their study, drew attention to the potential for cross-cultural communication problems arising from mutual lack of awareness of culturally salient yet inherently untranslatable words or phrases, and reviewed how translation studies informed the development of theory on language in international business. The requirement to combine two academic disciplines in an approach to analyze and solve the issues in international business

provided a basis and contributed to the development of a wider perspective that implicated other domains in business studies.

The objective to analyze the issues related to translation in various functions of business and solve them by applying a multidisciplinary approach is not just a limited search of finding a way of crossing language barriers. The studies focusing on the functions such as management, marketing, and accounting provided stimulation for further research to combine the theoretical frameworks of the two disciplines and utilized the proliferation of translation studies. Although they are few in number, a broad range of research in business studies embraced translation studies as a source of techniques and methodology to understand diverse language-related challenges (Piekkari and Tietze 2012; Logemann and Piekkari 2015; Ciuk and James 2015).

Having emphasized the fact that language was firmly on the research agenda for international management scholars and revealed that language was a distinct field of investigation within its right, rather than a mere subset of culture, translation studies was considered a means to analyze language and power dynamics in organizational relationships and provide perspectives which enabled the categorization of different ontological positions on language (Wilmot 2017, 99). Sylwia Ciuk and Philip James stated that management and organizational behavior issues in multinationals led scholars to search for an approach to capture “the tendency to conceive of multinationals as international knowledge networks that create, integrate and apply knowledge in multiple locations and across cultures” (2015, 565). Since translation was proven to be a force that would result in changes in organizational behavior among the recipients of the translated text and would help the managers apply and convey corporate values, a further study to explore the objectives of those undertaking translations and the personal and organizational considerations in detail was recommended (578).

In marketing, the role of the translation process and translator were demonstrated by explanations of the significance of the elements other than languages such as the understanding of product/corporate image, knowledge of the medium, and grasp of the target culture in cross-cultural operations. Based on this, Yvonne Lee stated the translator’s success was related to a substantial understanding of local markets, company’s corporate values, and concepts, as well as its customers’ behaviors and ability to “juggle multiple semiotic systems to achieve its objective” (2009, 4). Furthermore, when strategic ad operations marketing concerns were considered in cases of digital worlds, such as website translations or globally active e-

marketers, translation assumed a more central role in breaking not only the language barrier but also the cultural barrier within the target sociological structure in a way to impact customer behavior, influence the brand choices and consumption behaviors (11). In a study conducted by Francisca Suau Jiménez (2015), the translation of hotel websites and their relation to interpersonal discourse and customer participation were examined. According to the study, “low quality” translations by either incompetent translators or machines rendered tourism service portals into standard centers of information with some plain objective data and resulted in bad publicity since the portals were initially launched to undertake a persuasive function and ensure customer involvement (Suau Jiménez 2015, 155). As a solution, Suau Jiménez pointed out that it was requisite to discover new approaches from the theoretical and methodological framework of interpersonal discourse applied to the translation of texts related to the promotion of products and services, and this paradigm entailed a novel perspective based on the contributions of methodological acquisitions from different academic fields (167).

Although few in number, the role and contributions of translation studies in the domain of accounting have been examined, and solution-providing recommendations have been made for multidisciplinary studies. Lisa Evans (2004) conducted a study to address the language, translation, and international accounting communication problems, to increase awareness of the implications of language translation for accounting standard-setting, education, and research, and to seek a critical research agenda. In her study, she provided an insight into the issue based on a selective review of recent intercultural accounting research and literature on translation in accounting and of developments in accounting standard-setting by utilizing selected opinions from translation studies, international management, and business studies (245). Advocating a shift to a more contextualized approach, Evans expressed that there was also the objective of learning from and collaborating with scholars in related disciplines which embraced language research (238). Her research is crucial in terms of exemplifying how solutions could be reached in international accounting education and introducing a methodology that should be consulted in terms of revealing what steps could be taken by referring to both translation studies and business literature. Lisa Evans, Rachel Baskerville, and Katariina Nara (2015) explored the parallel issues regarding translation in accounting. They aimed to contribute to accounting research based on a review of issues arising in translation in other disciplines and explorations of the insights in terms of practical as well as more fundamental ideological, cultural, legal, and political concerns. The authors also endeavored to indicate that the importance of translation in

accounting was underestimated or disregarded (Evans, Baskerville, and Nara 2015, 2). It was argued that there was a demand for more research on translation in accounting and that accounting research on translation could benefit from collaborations with other disciplines. Exploring how other disciplines utilized the outcomes of translation research could provide an example (24). Systematic ways should be sought to make more use of translation studies and to serve as a model for effective collaboration.

The translation studies literature which presented distinctive types of multidisciplinary efforts was predominantly based on case studies and instantiations. Edited by Robert C. Sprung and Simone Jaroniec (2000), the book titled *Translating into Success: Cutting-Edge Strategies for Going Multilingual in a Global Age* brought together numerous case studies. It was stated that the rise in international trade caused an increased demand for communicating with local consumers in their native cultures and languages and with such growth, the language industry was facing a severe shortage of information to meet this demand. One of the significant case studies in the book was the process of *Time* magazine's first foray into a foreign language, in which the authors questioned the business decisions behind the move and outlined the innovations employed by Time, Inc. and its language partner, Harvard Translations (Sprung and Vourvoulias-Bush 2000). According to Robert C. Sprung and Alberto Vourvoulias-Bush (2000, 13), the challenge was unique basically since it was hoped to preserve the source's signature style in the foreign-language copy and not merely provide an accurate translation, and marketing challenges were a part of the translation process from the beginning. However, the case studies did not provide any roadmaps for a more efficient collaboration or interaction between business and translation studies. Furthermore, the book was criticized because almost all the authors claimed that the cases were all success stories, mostly told by the people responsible for the success, who were also the ones defining 'success' (Pym 2001, 375).

The multidisciplinary perspectives presented in translation studies literature have highly focused on the issues derived from localization and website translation (Fernández Costales 2009; Rike 2013). Exceptionally, there is one study that explored the professional identity of translators and attempted to explain it by management theory focusing on the concept of citizenship behavior (Yoo and Jeong 2017). Addressing the significance of localization, Alberto Fernández Costales (2009, 16) stated that the insights of translation theories such as the skopos theory could offer invaluable grounds for the process, and the other way round, translation studies could also benefit from research into localization and collaboration with the business

world. Looking into the website translations from a different angle, Sissel Marie Rike (2013, 68) highlighted the translator's role as a cultural mediator and pointed out that the role attained a special significance since the texts could be accessed by a diverse audience with a multifaceted cultural background and the translator's responsibilities included taking account of multiple semiotic resources. However, a roadmap was not presented in either study, although the necessity of a multidisciplinary approach was identified.

To sum up, various scholars of business studies and translation studies have indicated the issues occurring as a result of the inadequate or lack of interaction between two disciplines, and despite a considerable amount of disregard for the current or possible contributions of translation studies to business, a call for collaboration in education, research, and methodology is noticeable. When the studies conducted to date were examined, it was revealed that the identification of intersecting issues was more dominant, and a significant portion of the research gravitated to develop a multidisciplinary approach.

### **3. Discussion**

The literature review demonstrates in what ways the interaction between translation and business has been analyzed and examined so far and presents a roadmap to systematically increase the dialogue between translation studies and business studies. Nonetheless, the suggestions for further research generally focus on the issues such as multinational companies, e-commerce, management, accounting and aim to shed light on the future improvements of professionals working actively in the sector and academics who wish to conduct a study on a larger scale. The available literature does not provide us with significant assistance in finding an interdisciplinary method of study to address the problems brought forward by numerous scholars. Another point is that the criticism centered on the cross-cultural communication attaches importance to the insight of business and competence of translators to do an 'appropriate translation,' but does not attentively include the responsibilities and competence of professionals who are responsible for assigning tasks or evaluating the outcome. To achieve persisting and applicable results, solutions must transcend disciplinary boundaries, and suggestions of curriculum development in translation education enriched by non-linguistic knowledge derived from the areas of intercultural and business communication should be

provided. Opening these two points for discussion is essential for the development of a solid interaction and methodological approach.

As Garry D. Brewer states, “interdisciplinarity generally refers to the appropriate combination of knowledge from many different specialties – especially to shed new light on an actual problem” (1999, 328). To systematize the dialogue between translation studies and business studies, an interdisciplinary approach that enables making connections between theories and concepts across different disciplinary boundaries and fosters combined methodologies to discover applicable results is required. Striking transformations are observed in both disciplines due to today’s technological and sociological developments. Therefore, there is a constant endeavor for application-oriented solutions at the intersection points of both disciplines expressed in the literature. Knowledge sharing should be broad and equitable to convey both theoretical knowledge and practical experience in a way to design and implement applicable solutions. Previously, it was stated that a lack of knowledge of how to efficiently integrate the contributions of various disciplines, the unpredictability of the gains of such integration, and the reluctance to experiment by faculty could deter many institutions from interdisciplinary collaboration and cross-fertilization of ideas (Dunning 1989, 425). The rapid advancements and transformations in today’s world such as the destruction of traditional barriers for businesses via digitalization, machine translation, and the Internet’s redefinition of professional boundaries have made it necessary to eliminate these reservations.

To achieve an equitable and applicability-oriented research and development environment, the unique characteristics of both fields must constantly be considered. The notions of interdisciplinarity, multidisciplinary, and transdisciplinarity were thoroughly examined in the context of the development of translation studies as an autonomous discipline since there were polemics arguing for the autonomy of translation studies (Ožbot 2015, 360). Although enrichment with the contributions of other disciplines is an innate feature of translation studies, for business studies, this has been a situation emerging with the conditions brought by technological developments and globalization. The merging of technology with communication, as a primary example of an integration process increasing effectiveness beyond disciplines, and pressures of globalization make the interest in interdisciplinary research in business studies an urgent one (Razmak and Bélanger 2016, 176). Unlike the analysis of the discourse of advertising from perspectives of communication studies and semiotics, as separate disciplines examining each other, translation studies and business studies need to be in a

collaborative research environment that shares knowledge and seeks solutions to certain research questions with their theoretical knowledge. For example, the skopos theory has been discussed in various articles as a perspective in the evaluation of the translations of business texts (Chidlow, Plakoyiannaki, and Welch 2014; Zhang 2016); however, addressing the role of translation within the different functions of the business and its effects on the target language and target audience along with its implications for the business will require a more comprehensive approach. Both in-house training and vocational training in higher education should provide an analytical thinking environment that can enable such strategic developments. The significance of a systematically increased dialogue between translation studies and business studies should not be limited to international business or cross-cultural communication attributes.

The determinants of effective interdisciplinary cooperation lie in replacing some of the conventional opinions reflected repeatedly until today. The most striking of these in the literature is focusing solely on the translator's competence in the field of business and insisting that ensuring field-specific competence of the translator can overcome all the interlinguistic problems in business. Since translation is a process, all parties to this process must act with a certain knowledge of determinants. The party assigning the translation task should be informed on the fact that translation is a process of decisions, and the decisions have consequences. The responsibility of the decision mechanisms in translation should not be solely on the translator, but also awareness should be raised in other parties carrying out this process.

Higher education institutions have an important role in ensuring and improving the dialogue and cooperation between the two disciplines in an interdisciplinary context. Needs analysis for curriculum innovation could be considered a starting point. One of the examples for needs analysis was the study of Özlem Mutlu (2004), who aimed to identify and analyze the needs of the business students concerning the English–Turkish Translation course through the perceptions of the students, course instructors, graduates who took the course, subject-area instructors of the department, and the professionals practicing in different fields of business. Based on the findings of the study, recommendations were shared with the course designer and the instructors who taught the course for the further improvement of the course (Mutlu 2004, 265). Following the needs analysis, curriculum designs can be organized more inclusively and effectively. An example of an inclusive, interdisciplinary effort for a large-scale improvement is the MA program of specialized translation in the Department of Language and Business

Communication at the Aarhus School of Business (ASB), Aarhus University. To educate specialists in foreign languages and international business communication, the reformed MA program was launched in 2008. To be eligible for the MA program, students need a BA degree with the foreign language in question (Schjoldager 2009, 83). However, it can be said that an applicability-oriented approach will be implemented efficiently only when the endeavors are not restricted to MA studies but find a sufficient position in undergraduate education and in-house education as well. Therefore, the problems addressed so far should be identified and analyzed precisely by both disciplines in a way that the academic and business world are not constrained by the theoretical and methodological limitations of a single discipline but will be able to benefit from the previously pointed out research and experience, where solutions have already been uncovered.

#### **4. Conclusion**

A comprehensive review of the relevant literature which includes existing work related to the research question of the study reveals the various dimensions of the intersections and significance of a systematic dialogue between translation studies and business studies. The current literature is not sufficient to acknowledge the impact of translation on business and determine how the interaction has to be structured while considering further steps to be taken to reach an interdisciplinary approach that can enhance the dialogue in a coordinated and coherent whole. Consequently, the outcomes of academic research must be cautiously transferred into practice and enable developing awareness of translation and business issues for both.

The discussion is far-reaching in terms of the problems and controversies that were brought by the unique transformations of both disciplines. It requires a meticulous analysis to reveal the necessity of increasing cooperation and dialogue and putting forward ideas for a roadmap, albeit limited. The breadth of the discussion area complicates research on this subject.

To develop an interdisciplinary approach, starting from training programs and higher education curriculum is a practical step. The issues that have been mostly studied in the field of international business or in terms of the competence and responsibility of the translator or under the concept of ‘equivalence’ will be handled more effectively by equipping the training programs and curricula with advanced interdisciplinary contents. The impact of translation is

undeniable in this context, yet the operational elements of a translation process involving decisions must be evaluated within various business functions to provide future professionals or current employees with awareness and insight. In addition to developments in theoretical studies, various benefits will emerge that are reflected in daily life.

As a result, a combined application in an interdisciplinary framework is suggested to address the issues where business and translation intersect. Further research grounded in an interdisciplinary framework will bridge the two disciplines in a way that keeps pace with today's multinational business environment. However, it is foreseen that there will be methodological and pedagogical problems while taking steps in this direction. It is possible that various pedagogical problems may arise in educational innovations that will be realized to ensure cooperation between the two disciplines. Analysis and explorations of potential pedagogical issues that may occur are the directions of further research. In addition, studies that reflect on methodological issues of translation in business or of business in translation will act as a key to ensure an interdisciplinary dialogue that is productive and open to continuous improvement. Collaborations of both scholars and curriculum designers studying in this direction could be an efficacious start for a systematic and efficient dialogue between business and translation studies.

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