

First round coding
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1 Names and definitions

R - Interviewer;

J – Interviewee;

– relevant.

2 Transcription and coding

[00:02] R: Today is the 17th of November, my name is R* S* and I am interviewing J* B*. We will be talking about the organization J* is working in. So J* please tell us about yourself in few words.

[00:19] J: Well my organization is D*, I've started it in 2009 and we are doing web design and online marketing. We are currently expanding with more personnel. So that's about the company. I've studied artificial intelligence in Nijmegen and I did not finish the bachelor and I almost finished it and started my company with some intelligence I've got from my bachelors thesis I was working on.

[01:06] R: So this work in D* is your first experience in IT?

[01:13] J: No, I've also worked with T* for about 2 to 3 years and they also did online marketing, internet marketing. There I learned basics of how that was done.

[01:31] R: Ok, so what are your responsibilities in your current position?

[01:36] J: I'm the owner of the company, so I've got full responsibility and almost everything, the customer always comes to me.

[01:50] R: How big is your company?

[01:52] J: In what size do you mean?

[01:54] R: Employees.

[01:55] J: Currently we have 3 employees and 1 freelancer.

[02:01] R: Ok and you play the role of a manager?

[02:04] J: Yes.

[02:06] R: Great. And now I would like to ask some questions about communication inside your company.

[02:15] J: Ok.

[02:16] R: This is the question – would you be able to do your work without communicating with your colleagues?

[02:23] J: No, absolutely no.

[02:27] R: What would go wrong if there would be no communication?

[02:30] J: They wouldn't know what to do exactly then and how the work would be done. So you need to know something before you can start. And also without communication they would not know about the targets of the customer, some tips or changes in the Google engine. You just need to know that.

[03:01] R: And with whom do you communicate in your company?

[03:04] J: With my personnel.

[03:07] R: With all your personnel directly?

[03:09] J: Yes.

[03:10] R: And what are the preferred means of communication?

[03:14] J: One employee works home currently for last 2 weeks so we communicate over e-mail. With the rest they work here at the office so we can communicate directly.

[03:32] R: So you said that your employees are in 2 different places.

[03:38] J: Yes.

[03:38] R: But do you have any organizational...

[03:41] J: Yes, we have 2 systems. One is an open ERP system that maintains their tasks and their hours. So we can start the task, so they will know what they should do and they also can feel that with hours. And the other one is the Wiki and we are currently still working on that. That's central place for the information we learn and just a sort of Wikipedia for our business.

[04:19] R: So do you think there is a place for evolution in this communication field? Any additional sources?

[04:27] J: Yes, always. I think there is always room for improvement and there is always room for easier. Because system we have is not very easy. But there is always room for that.

[04:48] R: Ok, and what are the main parts of your organization?

[04:52] J: In what aspect?

[04:53] R: In aspect defying business tasks or groups of people organizes to do-perform some tasks.

[05:03] J: Main task is linkbuilding and that is to e-mail webmasters of different sites to ask if they can place a link on their website to the site of the customer. So this way the customer gets more and more links and will be more visible in Google search engine.

[05:28] R: And do you have any different business models or just linkbuilding?

[05:34] J: No, we have different tasks. Sometimes it's writing texts or sometimes it's improving the internal structure or information gathering. There are different, for example programming, program Java applications. We have a lot of technical aspects here.

[06:02] R: But is there a clear distinction between these parts or everyone is doing everything?

[06:08] J: No, no. There is a pretty clear distinction because some people are more talented for writing text and some are more talented for working systematically and some are more talented for organizing programs and some are talented for programing.

[06:32] R: And witch part is the most important in daily affairs?

[06:41] J: I don't think there is one part. The most important are the customers, so their website is visible in Google or web design of the customer. So there is no specific part that is most important.

[07:05] R: Ok, and what about hierarchical structure of the company? Do you have any?

[07:14] J: Yes, there is me on top and the rest. That's it.

[07:16] R: So it is a two level?

[07:17] J: Yes.

[07:18] R: And is there a business process, do you have to wait for someone to finish their tasks so you can take over or someone is waiting for you?

[07:34] J: I always try to avoid that because I will give the person the whole task, not a part of it. I try to give them a whole task and through the system we can have them work on the same task and still have no interference with each other. But that is a big thing I want to avoid because it will always make delay in the pro...

[Recording stopped due to technical reasons and my clumsiness]

[00:02] J: Does it record?

[00:06] R: Yes. Well ok, this was the last question I have. Maybe you have a feeling that we missed any important aspect of your company and work?

[00:16] J: No, I hope you have enough answers to know a bit more about my company.

[00:28] R: Ok, then thank you for your time.

[00:30] J: Ok.

