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LOCALIZATION PROJECT MANAGEMENT IN EDUCATIONAL TECHNOLOGY

Marijana Šincek

Abstract

The aim of this paper is to explore the field of localization project management, with a special focus on localization project management within the educational technology (EdTech) industry. As educational technology is increasingly becoming a part of the students' learning experience, effective localization processes can help organizations wishing to expand their reach to various global markets, and at the same time, offer meaningful educational experiences to their users. This paper explores key principles, strategies, opportunities, and challenges of localization project management in the context of EdTech, in order to provide a comprehensive guide for those who are already in the field, as well as those aspiring to join the field of localization project management, covering topics of project planning, resource allocation, cultural adaptation, cross-cultural collaboration, and quality assurance.

Keywords: project management, educational technology, localization, translation, localization project management

1. Introduction

Educational technology, also known as EdTech, has been on a steady rise, transforming the way students and teachers learn, teach, and use educational content and tools (Brasca et al. 2022, n.p.) in the form of various learning platforms, digital textbooks, and personalized learning apps. In order to harness the full potential of educational technology, it is important to adapt the technology

EdTech providers create for a global audience, through the process of localization, which is essential to the success of EdTech products in international markets.

During the localization process, content is translated and adapted for a specific market (Folaron 2020, 208). In the context of localization of educational technology, educational materials are also adapted for a specific culture and curriculum. All of these parts of the localization process are essential to help make the content available to a local audience and culture.

The aim of this paper is to look into the key principles, strategies, opportunities, as well as possible challenges in the EdTech sector. The paper will encompass an overview of the role of localization within EdTech, and a deeper look into the process itself, from project initiation and planning to the responsibilities and skills of a localization project manager. A description of the technology and tools used in localization project management, such as translation management systems, computer-assisted translation (CAT) tools, terminology management, and quality assurance will also be provided. Localization project management methodologies, used to monitor the project, and ensure it is delivered on time, as well as to manage various workflows, track progress, and resolve possible issues will also be covered in the paper. It will also provide an overview of team dynamics within the translation team, members of an organization involved in the localization process, such as content creators and developers, as well as with project stakeholders.

2. EdTech localization overview

Today, EdTech encompasses a plethora of digital tools and platforms used to improve learning and teaching experiences. From learning management systems, used to facilitate the delivery, management, and assessment of educational content, to e-learning platforms, which offer online courses, and educational apps, used for learning a variety of subjects on users' phones (Ramiel 2021, 7).

Due to the exponential growth of the EdTech market, especially during and after the COVID-19 pandemic, as the demand for online and remote learning sources increased (Brasca et al. 2022, n.p.), companies are now expanding into international markets, leading to an increase in the need for effective localization strategies.

Localization is the process of adapting content and products to specific linguistic and cultural requirements of a specific target market (Folaron 2020, 209). In EdTech, localization includes adapting educational materials, user interface (UI) elements, and content, for users from a diverse linguistic and cultural background.

2.1 The importance of localization

Localization is different from translation, which is only one part of the localization process. Folaron (2020, 209) states that, in addition to translation, the localization process may include adapting graphics to target markets, modifying content to suit the tastes and consumption habits of other markets, adapting design and layout to properly display translated text, converting to local requirements (such as currencies and units of measure), using proper local formats for dates, addresses, and phone numbers, and addressing local regulations and legal requirements. The aim of localization is to give a product the look and feel of having been created specifically for the target market, no matter their language, culture or location.

Even though it is commonly believed that the majority of the world speaks English, only about 1.5 billion people actually speak it (Statista research 2023a). However, an estimated 58.8% of all web content is in English (Statista research 2023b). As more and more people use the Internet every day, the number of non-English speakers on the Internet also grows. This provides companies with the opportunity to easily expand to other countries by utilizing localization strategies. The importance of localization nowadays lies in the contemporary market, which heavily relies on not only providing products to their respective native markets but also all around the globe, therefore increasing the visibility and user engagement of the product. Localization is an excellent tool for companies when it comes to market expansion, helping companies to cater to the culture of the market they are expanding into, breaking down cultural, as well as linguistic barriers, and helping the company attract users in the target market which normally would not interact with their product.

In 2014, Common Sense Advisory (CSA), published their report on localization and the way localization impacts sales around the world in 2006. They surveyed 3,002 consumers from different countries – Brazil, China, Egypt, France, Germany,

Indonesia, Japan, Russia, Spain, and Turkey. Each country was represented by 300 people chosen for their online economic values.

The respondents were first asked to assess their English competence in order to determine how confident they were in using English. Almost half of them spoke English with little to no problem, 18% said they had insufficient knowledge and 10% had no knowledge of English at all (Common Sense Advisory 2014). However, despite the number of respondents who reported sufficient English language knowledge, 30% of respondents never buy at English-language sites, and 29% rarely do. 55% of consumers prefer to buy exclusively in their native language, and 75% of respondents say they want the products in their native language (Common Sense Advisory 2014). Even though the report underlines other important elements the customer takes into account when choosing to buy a product, such as cost, selection, and quality, privacy, payment, delivery, and that some global brands can even trump language, causing the buyers to choose such products, over those with information in their own language, the report still makes a strong case for localization in order to increase revenue and market visibility.

Within the field of educational technology, localization is important because it provides access to global markets, which helps companies reach more users, leading to an increase in user engagement and satisfaction (CSA Advisory, 2014). A majority of students attend classes in their native languages, and being able to access content in their native language helps those who are learning feel more connected to the learning materials, which can also lead to improvement in learning outcomes.

Localization also helps improve the brand's reputation, as users are more likely to use, and recommend, products adapted for their language and culture. Expanding into new markets can also help companies increase their revenue potential, as a global presence offers the opportunity for a greater number of subscriptions and licensing sales. Finally, and most important of all, localized learning content results in a more meaningful and effective learning experience for users of EdTech products.

3. Project management

When discussing management, and the scope of a project manager's job, it is important to first define what a project is. In the field of project management, a project is a unique endeavor, which has a goal, a defined start and end date, and resources allocated to it, such as a budget, personnel, and time (Project Management Institute 2021, 34). Unlike the day-to-day operations in an organization, projects are temporary in nature. The aim of a project is to deliver a product, service, or a specific outcome that is not part of routine work (Walker 2023, 8).

Project management is defined as "the application of knowledge, skills, tools, and techniques to project activities to meet project requirements" (Project Management Institute 2021, 34). A project manager is responsible for planning, executing, and leading the project to achieve its objectives. Each project has its unique constraints, such as time, cost, scope, quality, benefits, and possible risks, and it is the role of a project manager to manage those constraints, in order to successfully complete a project (Walker 2023, 1). Therefore, a project manager has to identify what the requirements of a project are, address the needs, concerns, and expectations of project stakeholders, while maintaining communication with stakeholders, managing resources, and balancing the project constraints (Project Management Institute 2021, 146).

3.1 The role of a localization project manager

Similarly to a broader definition of project management, localization project managers work on projects, which have specific project objectives, usually to localize a certain product or a piece of content for a specific target market. The stakeholders of a localization project, the people who have a vested interest in the project completion, are usually executives, who approve the budgets and resource allocations, the project managers, who oversee the localization projects and who are responsible for its execution, the localization teams, subject-matter experts, content creators and quality assurance teams, as well as developers.

At the start of a project, a project manager first needs to understand the project objectives. In order to achieve this, project managers work with stakeholders to

define the goals and desired outcomes of the localization efforts, such as expanding into a new market, or localizing newly created content for the platform. The project manager needs to understand the target markets, what is important to the users in those markets, and how they can help users improve their learning outcomes. When the objectives are established, they are used as the guiding framework for decision-making throughout the localization project. This way, a project manager can make sure they are providing correct guidance to their localization teams, as well as to better update the stakeholders on the progress of the project.

During the localization process, the project manager, as well as the localization teams, need to be aware of the requirements for successful project completion. It is important to understand local norms, values, and educational practices, while also maintaining consistency across all multilingual content, and ensuring the linguistic quality of the localized content. Project managers also need to work with developers to ensure software and translation platforms work seamlessly for all languages. In the technology field in general, but also in the field of educational technology, changes to content can be made quickly to go in line with trends and improvements in technology, so it is important to make sure all content and textual elements are localized on time, and in a way that does not cause delays, at the same time not reducing the quality of the localized content. One aspect of localization particular for the EdTech localization landscape is that content needs to be adapted to be in line with local educational standards, curricula, and pedagogical approaches, which requires collaboration with subject-matter experts, and this also needs to be accounted for in the project scope.

Just like any other project, localization projects carry certain risks, so project managers need to make sure to assess the risks, identify potential obstacles, and develop strategies on how to mitigate those risks. Possible risks in localization projects can be language and cultural misunderstandings, device compatibility issues, delays in delivery, going over the allocated budget, and resource constraints. If addressed proactively, project managers can reduce the impact of those risks on project timelines, delivery, and outcomes.

In order to mitigate risks, it is essential to define the project scope and timeline. This way, all necessary tasks are identified and delegated. The project scope consists of information about the extent of the source content, the number of target

languages and locales, cultural adaptation requirements, and technological integration and compatibility requirements. When the scope is defined, project managers need to create a project timeline, based on the complexity of the project, the availability of the resources, and any external dependencies.

Resource allocation is a crucial part of a project manager's job, which involves determining the resources, both human, technological, and financial, required for project completion. While allocating resources, a project manager identifies the right experts and specialists, such as translators and reviewers, as well as the right tools and technology that are going to be used for the project. Finally, a project manager allocates financial resources for translation, review, and quality assurance, as well as other areas of the project.

Making sure that a team is working with a realistic budget is also a part of project planning. The budget needs to cover all aspects of the project, such as translation costs, tool expenses, testing expenses, and technology costs, while also ensuring that there are enough funds in case unforeseen circumstances occur. Therefore, project managers need to work with finance and accounting teams to create a budget that goes in line with project objectives and resource allocation.

Localization project managers have a crucial role in the successful completion of localization projects, as they are responsible for overseeing all aspects of the project, making sure that it stays on track, and delivering high-quality localized content.

3.2. Localization project management skills

Localization project managers need to have a set of skills and qualities that help them navigate all of the complexities of a project. They need to be able to communicate clearly and effectively, both with stakeholders, as well as with the localization teams. Project managers also need to be aware of, and understand, to a certain degree, the cultural contexts, in order to make sure that the content is properly adapted and to understand risks that can arise. Even though the project managers themselves are not directly responsible for translating the content, their role is to communicate with all stakeholders what the challenges can be. If a translator notifies a project manager about a particular translation challenge related

to culture, the project manager can inform the stakeholders and plan for next steps to resolve possible issues.

At the same time, they need to understand how to utilize project management methodologies, which ones are the most appropriate for a certain project, and how to monitor projects effectively, while also identifying challenges, and finding solutions to them, during a project. A project manager needs to have good time management skills, in order to make sure project deadlines are met, as well as attention to detail, which helps them ensure linguistic quality. Finally, they need to be able to lead a cross-functional team, and motivate them to achieve the project goal(s), while also being able to adapt to any changes of the project requirements. Even though it is a useful skill to have, proficiency in multiple languages is not necessary for project managers, but it can come in handy, as it helps them better understand what challenges linguists might face, and help them resolve them, if possible.

During a project, the project manager is responsible for a variety of tasks. They are in charge of project planning, defining project objectives, scope, and resource allocation. They are also working on stakeholder management, risk management, and budget management, but also team coordination, as they can be working with teams of multiple translators, while making sure all of the localized content can be displayed properly on the interfaces or platforms in various languages with the help of the tester team. A project manager is also responsible for tracking the progress of a project, while also providing regular updates to stakeholders, and maintaining project documentation. At the end of a project, project managers need to evaluate the performance of a project, and implement improvements for future projects wherever needed. The role of a localization project manager is dynamic and requires a combination of technical knowledge, understanding of localization processes, and various project management skills.

At the core of localization project management is effective communication and coordination. Project managers establish clear lines of communication between team members and stakeholders, making sure that everyone understands project objectives and timelines. In order to establish effective communication, a project manager can set regular team meetings to discuss the status of the project, update the stakeholders, collaborating with IT teams to make sure software and platforms

are localization-friendly, and work on conflict resolution, and documentation. A project manager also needs to work on change management, to manage the changes in project scope and objectives, and to communicate those changes to all parties involved.

4. EdTech localization project lifecycle

A usual project lifecycle within project management can be broken down into five phases – *initiation*, *planning*, *execution*, *monitoring and control*, and *completion*. The *initiation* phase consists of defining the goals of a project and determining who are the project stakeholders. Once the *planning* phase begins, the scope and budget of the project are defined, and the project manager creates a plan for the project and defines the roles and responsibilities of the project team members. During the *execution* stage, resources are allocated and managed, the product is created, and a project manager has regular meetings with the members of the team to get updates on the progress of the project. While in the *monitoring and control* stage, a project manager tracks the effort and cost needed for the project, monitors the project, and makes sure the project is on track. Finally, in the *completion* stage, the project is delivered, reviewed, and approved, and all of the lessons learned during the project are documented for future projects (Project Management Institute 2021, 223-224).

Similarly, localization projects operate in similar stages, which will be elaborated in the following sections. According to ISO 17100:2015, they are separated into three stages – the pre-production stage, the production stage, and the post-production stage (International Organization for Standardization 2015, n.p.).

4.1 Localization pre-production

While in the initiation stage, a project manager needs to determine the feasibility of the project by going over the project details with project stakeholders. For example, if a company wants to expand into a certain market, a project manager will first need to understand what is the company trying to achieve with the project, what users they want to offer their product to, and who will be the stakeholders in the project they need to update on the project progress. When exploring a target market, it is important to have information on the target language of that market

and to determine which is the best way to proceed based on the demographics of the users, as well as the market potential.

Sometimes, certain languages do not generate enough revenue to justify the cost of a full localization, so only certain features are available in that language. Some languages also require more technical work to make sure they are displayed properly, like right-to-left (RTL) languages, so this is important to keep in mind for project planning. Considerations for language need to be a part of the localization process from the planning stage, to make sure that there are fewer risks in the later stages of the project, and to ensure that the project is completed smoothly.

One important aspect of EdTech localization is also the user interface (UI) design. This can impact the user experience, and so it must be adapted to accommodate both linguistic and cultural differences. When looking at the UI design for localization, it is important to keep in mind that the text length and direction vary from locale to locale, and to ensure that this is accounted for during the design process. All images and symbols need to be culturally relevant, and date and time, as well as numerical formats, need to be adapted for different languages and scripts.

When it comes to the educational content that is being localized, it is essential to make sure all of the educational materials are culturally relevant, and in line with local curricula. Approaches to teaching can vary from country to country based on a plethora of factors, such as the curricula, teaching methods, and student needs, so it is important to recognize and account for those differences in the early planning stages. In cases where multiple methods or approaches are used, it is also good to give the user the option to choose which method they prefer, and are most familiar with.

For a successful project execution, project managers need to have an effective system of workflow management. This involves defining and optimizing the processes and tasks required to complete a project successfully. First, the project manager needs to determine the order in which tasks and activities should be done, so that the project can progress. It is important to determine the interdependencies between all tasks and activities to make sure they are completed in the correct sequence. For example, within an organization, a source text will first need to be written by content creators, followed by a review from a copy editor. After the

source text, and all of the features related to it, such as images or graphs, are ready, the content needs to be localized. The first step is to translate the content, followed by a review and quality assurance (QA) process. Finally, all technical aspects of the release of localized content need to be taken care of.

It is important to leave enough time in the project for any unforeseen circumstances, also known as *float*. Within project management, *float* is a measure of risk management that helps project managers ensure all of the elements of the project will be delivered on time (Walker 2023, 119). For example, when assigning a translation job for a project consisting of 1000 words, which a professional translator might translate in four hours, it is good to provide the translator with a deadline of at least one day. This way, the translator has enough time to go over the texts once they are translated, as well as to make sure that the translation is in line with all of the instructions provided for it, such as a style guide or a localization brief. By accounting for *float* in a project, a project manager can ensure that there are fewer delays in case of unforeseen circumstances, as no project is the same, and new challenges can appear.

Technology has also become an integral part of the translation process in the last couple of years, and it is important to leverage the capabilities technology has to offer, to help execute the project, and to make sure it runs smoothly. When it comes to localization project management, translation management systems (TMS) are essential tools. They are used to streamline the localization process, as they offer a singular platform from which linguists, workflows, and projects can be managed. Today, TMS are becoming more and more automated, which provides localization project managers more time to focus on other aspects of the project, as there is no longer a need to manually update the project data. However, it is important to make sure that the tools used to keep track of a project are appropriate for a certain localization project, and that it provides clarity on all of the crucial parts of a project.

One other tool in the arsenal of localization specialists is terminology management. This provides the members of the team working on localization projects with tools that help them maintain consistency, and help speed up the translation process. Making sure ahead of time that a project has a good terminology management system helps translators reduce the time spent on

researching terminology that was already agreed upon, and helps them save more time on the translation, which they can then use to focus on other critical aspects of a certain localization project, such as giving suggestions for improving the content or discussing possible questions that can arise.

When working with a translation team, especially if a company is working with an external vendor, such as a language service provider (LSP), a project manager needs to make sure to check the translators' availability ahead of schedule, and to plan for any possible changes in the team, in case a team member that usually works on the translation projects is not available. In case a translator who was trained for a specific project is not available, additional testing and education might need to be organized before the project starts, so that it is delivered on time. Effective and timely communication is a great tool for project managers, and planning ahead for any possible roadblocks in the project lifecycle is a great way to ensure that the project is delivered on time, and within the allocated budget.

4.2 Localization production

After the pre-production part, tasks are assigned to the team members or resources based on their skills and knowledge. A project manager's role in this stage is to make sure that the resources used in the production stage are appropriate for the project, and to make sure that all of the available information about the project, as well as any instructions, are shared with the team. The foundation for effective localization, especially in EdTech, is cultural sensitivity. It is important to make sure that responsible team members understand and respect the cultural norms, preferences, and values of the target audience.

In order to achieve this, the team needs to ensure that the language used in localized content is appropriate, and in line with local norms and preferences. For example, the team needs to make sure that the correct language, tone, and dialect are used. At the same time, all of the icons, symbols, imagery, and coloring, need to be culturally appropriate, without any unintended meanings. Content also needs to be adapted to local curricula, standards, and educational practices, while making sure that it is inclusive and respectful for users.

While the project is taking place, a project manager needs to track the milestones of a project, first by defining what they are, and secondly, to monitor

their progress. For this, one can use a spreadsheet or a translation management system that will provide the project manager, the translation team, and the stakeholders, with information about the project's progress.

Not every project is delivered on time and with perfect quality. Therefore, a project manager often needs to work on issue resolution throughout the project. Project managers and translation teams need to work together to find and resolve any issues that might arise during the localization process. For example, if a translator finds an error in the source content, they need to communicate it to the project manager, so that the project manager can communicate the issue to the responsible team, and resolve it as soon as possible. This way, the error causes fewer additional issues in the translation process for the rest of the languages. It is important to identify and document all of the issues that were encountered during the project. Sometimes, there are multiple urgent issues that need to be resolved, so a project manager needs to assess what is the severity of those issues, and which ones they need to prioritize first. In order to avoid those issues happening in the future, a project manager also has to look into what caused those issues, to prevent them from happening again, and to develop action plans to address and resolve issues that were already identified.

Project changes are a common occurrence, so change management is a part of project management as well. Change management is a way of dealing with unforeseen circumstances, such as changes in project scope, timeline, or resources (Project Management Institute 2021, 80). It is important to evaluate the potential impact these kinds of changes can have on projects, timelines, and resources, and to determine if the changes are in line with project objectives. In case a change is made, it is necessary to communicate them to relevant stakeholders, and to obtain their approval, as well as to maintain a record of all change requests, and their impacts on the project. By implementing risk mitigation strategies, such as *float*, it is easier to plan ahead for and resolve any risks introduced by those changes. Effective change management helps project managers adapt to changes in project requirements while making sure project integrity and quality remain intact.

Once content translation and reviews are completed, it is not the end of the localization project. Usually, localization project managers will continue to coordinate the project onto the next stage, which is quality assurance. Quality

assurance is used to ensure that the localized content meets all of the required standards of linguistic and functional quality. During the process of quality assurance, a QA expert will look into the quality and accuracy of the translation, making sure all of the UI features work in the target language, and testing content and software using various devices. Sometimes, user testing is also conducted, to evaluate if the user experience is satisfactory, and to identify any possible issues. It is also important to make sure that the content is accessible, and in compliance with accessibility standards. Finally, regression testing can be done to see if the localized content created any new issues with existing functionalities, and finally, all of the bugs found during the QA process are identified and tracked to ensure they are resolved.

4.3 Localization post-production

Finally, as a project manager, it is important to take time and reflect on the project once it is delivered. By checking what were the challenges, and roadblocks, but also, which parts of the project were completed sooner than expected, a project manager can gain useful insight for future projects, which will help improve the project lifecycle.

An organization might conduct user testing to make sure the users from the target audience are satisfied with the project, and to gather feedback on the usability and functionality of a product. A project manager can use the user feedback to add improvements to future projects and to update the existing localized product when needed. Tracking engagement, such as user retention, and user feedback, can help an organization adapt its localization strategies to meet the needs of its global user base based on how the users respond to the localized product.

Continuous improvement is an ongoing process in localization project management, so organizations should establish ways of evaluating project performance to find areas for improvement, and document the lessons learned from each localization project to prevent mistakes from happening again, and to inform best practices. By constantly optimizing the localization process, quality and efficiency can increase. It is also beneficial to keep track of new technology, to make sure that the right tools are used in the localization process. Finally, it is

worthwhile to invest in the training and development of localization teams and subject-matter experts. In case a localization project manager is working with a language service provider, it is good to also gather feedback from the translation team, to make sure that they are satisfied with the collaboration, and to check if there are any challenges that an organization can help mitigate, such as adding additional information to the project, or by giving them more time to complete the project.

5. Working with a global team

In localization, team members from diverse linguistic and cultural backgrounds need to collaborate together. For a project to succeed, a project manager needs to build a global team that works together cohesively.

When building a team, it is important to promote diversity and inclusion. Having diversity in a team can offer the team a range of perspectives, experience, and knowledge. Project managers can also make sure to organize cross-cultural training for their team, to help them enhance cultural sensitivity, and help promote effective communication. Oftentimes, collaboration is done remotely, so it is important to provide members of the team with the necessary tools that will help facilitate remote collaboration, such as tools they can access online, or to provide project documentation in file formats that are available to everyone. Even though this is not a necessary part of a project manager's work, if their team consists of external collaborators, having a good vendor management strategy can help build up team dynamics. A good vendor management strategy can help improve team dynamics, and can be achieved with clear communication, building trust, streamlining workflows, promoting knowledge sharing, minimizing conflicts, and aligning goals, enabling cohesive and efficient collaboration between internal teams and external partners. For example, at the end of the year, a project manager can thank the vendor team for all of the hard work they did in a year, and send them a gift from the organization. They can also organize monthly workshops for the entire team, where they can brainstorm new ideas, or have a class for a skill that is useful in their work (i.e. time management or translation research).

However, a project manager should not neglect the daily vendor management option as well. Just like the communication needs to be effective with the project

stakeholders, it also needs to be clear and effective for the team members. By making sure to talk to team members in their preferred language, by using a communication channel that is the most suitable for the team, within their time zone (when possible), and by thanking them for their feedback and a job well done, a project manager can show their team they appreciate the work that they do, and that they are thankful for the team member's part in successful project execution.

If possible, a project manager can also help facilitate the translation team's work by providing them with additional translation materials, such as instructions, style guides, design prototypes of what the product will look like and behave, as well as any additional context they can use in the translation process. By making sure that the team has all of the necessary resources to work, a project manager can help speed up the translation process, and make sure that there are fewer adjustments to be made once the translated content is delivered.

6. Conclusion

Education technology localization project management is a complex undertaking that requires careful planning and execution, as well as ongoing evaluation. In order to have a successful localization project, a project manager needs to think about cultural adaptation, language differences, ways to ensure quality, and cross-functional collaboration. At the same time, project managers work with a variety of stakeholders, both within a company and (occasionally) with vendor teams. The role of a project manager is to ensure that the project is completed successfully, and at the same time, making sure all stakeholders have what they need to work.

A localization project can be broken down into three stages – *pre-production*, *production*, and *post-production*. During *pre-production*, a localization project manager works on planning and preparation, in order to make sure they have all the information to successfully manage a project. In *production*, the role of a localization project manager is to assign tasks, and ensure timely execution by tracking progress of each task. Finally, a project is not completed once it is delivered, which is where *post-production* comes in. A localization project manager can track user feedback, and identify lessons learned to further improve future projects. Ultimately, working with global teams as a localization project manager means fostering collaboration with different team members across the world.

By following best practices in project management, as well as leveraging technology and user feedback when it comes to localization, companies specializing in education technology can expand their global reach, and provide high-quality educational experiences to learners around the world. As the Internet is connecting the world more and more, localization is a key factor in the success of global education technology companies, as it enables education to transcend borders and cultures.

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VOĐENJE LOKALIZACIJSKIH PROJEKATA U INDUSTRIJI OBRAZOVNE TEHNOLOGIJE

Sažetak

Cilj ovoga rada je istražiti područje vođenja lokalizacijskih projekata, s posebnim naglaskom na vođenje lokalizacijskih projekata u industriji obrazovne tehnologije (engl. EdTech). Budući da obrazovna tehnologija postaje sve važniji dio iskustva učenja, razumijevanje vođenja lokalizacijskih projekata može pomoći organizacijama da uspješno prošire svoj doseg na različita globalna tržišta, istovremeno pružajući značajna obrazovna iskustva svojim korisnicima. Ovaj rad istražuje ključne principe, strategije, prilike i izazove vođenja lokalizacijskih projekata u kontekstu obrazovne tehnologije, u svrhu pružanja sveobuhvatnog vodiča za one koji već rade u tom području, kao i za one koji se žele otisnuti u vođenje lokalizacijskih projekata. Rad obuhvaća teme planiranja projekata, dodjeljivanja resursa, prilagodbe kulturama, međukulturne suradnje i osiguravanja kvalitete.

Ključne riječi: vođenje projekata, obrazovna tehnologija, lokalizacija, prijevod, vođenje lokalizacijskih projekata