

Appendix G - German Organisation, Codes-Primary Documents

Table Stakeholders

Stakeholders	Interview										TOTALS
	1	2	3	4	5	6	7	8	9	10	
SH_Employment Bureau	0	0	0	0	0	0	0	1	0	0	1
SH_Competitors	1	0	4	2	4	2	5	2	3	2	25
SH_Competitors_A	0	0	2	0	1	0	1	1	0	0	5
SH_Competitors_B	0	0	0	2	0	0	1	0	0	0	3
SH_Competitors_C	0	0	0	0	2	0	0	0	0	0	2
SH_Competitors_D	0	0	1	0	2	0	0	0	0	1	4
SH_Customers	2	2	0	0	2	2	5	3	5	1	22
SH_Events_A	0	0	0	0	0	0	0	0	0	3	3
SH_Events_B	0	0	0	0	0	0	0	0	1	0	1
SH_Events_C	0	0	0	1	0	0	0	0	0	0	1
SH_Events_Seminars and Conferences	0	0	0	0	0	1	4	1	0	0	6
SH_Events_E	0	0	2	0	0	0	0	0	0	0	2
SH_Family Service Agency	0	0	2	0	0	0	0	0	0	0	2
SH_Freelancer	1	0	1	0	0	1	0	0	0	0	3
SH_Headhunter	1	4	1	0	2	1	2	1	0	0	12
SH_Internal_HR Department	0	0	0	1	1	0	1	0	1	0	4
SH_Internal_Employees	0	0	2	0	0	0	0	0	0	0	2
SH_Internal_Employees_Referrals	0	1	2	0	1	1	3	2	5	1	16
SH_Internal_Employees_Alumni Network	1	0	2	0	0	0	0	2	0	1	6
SH_Internal_Employees_Ambassadors	0	0	1	5	0	2	2	0	0	0	10
SH_Internal_Employees_Personal Network	0	0	0	1	1	1	0	2	1	1	7
SH_Internal_Executive Board	1	0	2	1	2	1	1	0	1	0	9
SH_Internal_Website	2	0	4	2	0	4	1	2	0	2	17
SH_Media_Award A	0	0	1	0	0	1	1	0	0	0	3
SH_Media_Award B	0	1	2	0	0	1	1	0	1	1	7
SH_Media_Award C	0	0	1	0	0	0	0	1	0	0	2
SH_Media_Facebook	1	1	4	1	2	0	0	3	4	5	21
SH_Media_Trade Press	1	0	0	0	0	0	1	1	0	0	3
SH_Media_Online Job Portals	3	2	4	2	0	1	0	2	2	0	16
SH_Media_Kununu	0	0	2	0	3	0	0	1	0	2	8
SH_Media_Newspapers	1	0	2	0	0	0	1	0	0	0	4
SH_Media_Xing	1	0	1	2	1	0	0	2	0	0	7
SH_Student Projects/Theses/Internships	0	3	2	4	0	1	1	4	0	0	15
SH_Universities_Institutes	0	0	2	0	0	4	0	0	0	0	6
SH_Universities / Students	0	1	0	6	5	10	5	3	1	1	32
SH_Universities_A	0	0	0	0	0	1	0	0	0	0	1
SH_Universities_B	0	0	2	1	0	0	0	0	0	0	3
SH_Universities_C	0	0	0	0	0	1	0	2	0	0	3
SH_Universities_D	0	0	0	0	2	1	0	0	2	0	5
SH_Universities_E	0	0	1	0	0	0	0	0	0	0	1
SH_Universities_F	0	0	1	0	4	0	0	0	0	0	5
SH_Universities_G	0	1	2	0	0	1	0	5	0	0	9
SH_Universities_H	0	0	2	3	0	0	0	0	0	0	5
SH_Universities_I	0	0	2	0	0	0	0	0	0	0	2
SH_Universities_J	0	0	1	0	0	0	0	0	0	0	1
SH_Universities_K	0	0	0	1	1	2	0	0	0	4	8
SH_University_Events (general)	2	3	10	1	6	1	4	4	4	2	37
SH_University_Event A	0	0	1	0	0	0	0	0	0	0	1
SH_University_Event B	0	0	2	2	0	0	0	0	0	0	4
SH_University_Event C	0	0	0	0	0	0	3	0	0	3	6
SH_University_Event D	0	0	0	1	0	0	0	0	0	2	3
SH_University_Events E	0	0	0	6	2	1	0	1	0	2	12
SH_University_Student Associations	0	0	0	6	0	0	0	0	0	0	6
TOTALS:											399