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A Natural-Language Processing Study Of Business-strategy Literature, 1980-2020

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Abstract:
A big-data text-mining analysis seeks to find dominant themes in the business-strategy literature. A Latent Dirichlet Allocation model is applied to a corpus comprised of article titles and abstracts from eight journals spanning the period 1980 - 2020. This corpus consists of around 5,500 documents containing an aggregate of 1.25 million words. Five prominent business-strategy themes are identified a priori. The model is applied to eight articles known to coincide with the dominant themes. These documents are found to correspond to distinct topics inferred by the model.
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Topic (Complete): Big Data ; Strategic Planning and Management ; Text Mining
Applications

Additional Information (Complete):
Practice related?: Yes

Register (Complete):
I acknowledge that presenters are required to register. : True

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