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

Author Block: Neil Hamlett, Uncertainty Research, LLC, Vienna, VA, Contact:
neil.hamlett@uncertainty-research.science

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.

:

Topic (Complete): Big Data ; Strategic Planning and Management ; Text Mining Applications

Additional Information (Complete):

Practice related?: Yes

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