

Aleksandr Gaisov

University of Primorska, Slovenia

Igor Rižnar

University of Primorska, Slovenia

2024, Vol. 21 (1), 31-43(316)

journals.uni-lj.si/elope

<https://doi.org/10.4312/elope.21.1.31-43>

UDC: 81'42:658(497.4)

Discourse Analysis of the Mission Statements of Slovenian Enterprises

ABSTRACT

The study analyzes the discourse of a sample of mission statements of Slovenian Micro, Small and Medium Enterprises (MSMEs) and large companies across six different industries. First, we assess how distinctive these statements are, both at the level of individual companies and within entire industries, using a custom similarity analysis. Then, through a discourse analysis approach, we examine the methods employed by these companies when creating their mission statements. The results reveal that Slovenian organizations often rely on conservative, company-focused mission statements that place less emphasis on stakeholders. Additionally, despite significant variations among individual statements, there are common themes observed when these statements are grouped by industry.

Keywords: mission statements, discourse analysis, text similarity analysis

Diskurzna analiza poslanstev slovenskih podjetij

IZVLEČEK

Članek analizira diskurz poslanstev slovenskih podjetij v različnih gospodarskih panogah. Najprej smo s pomočjo analize podobnosti, ki smo jo sami razvili, ocenili stopnjo edinstvenosti poslanstev na ravni posameznih podjetij in po panogah. Zatem smo z uporabo analize diskurza ugotavljali, kako slovenska podjetja oblikujejo diskurz poslanstev. Ugotovili smo, da so poslanstva slovenskih podjetij pogosto precej konservativne narave, saj so osredotočena na podjetje, pri čemer redko omenjajo notranje deležnike. Poleg tega pa so si poslanstva kljub individualnim razlikam med seboj precej podobna, če jih združimo po panogah. V zaključku predlagamo prihodnje raziskave na obravnavanem področju in podamo nekatere omejitve naše raziskave.

Ključne besede: poslanstva podjetij, diskurzna analiza, analiza podobnosti besedil

1 Introduction

Strategic management, as defined by David (2011, 6), comprises: “integrating management, marketing, finance/accounting, production/operations, research and development, and information systems to achieve organizational success.” This organizational process is split into three stages: development, execution, and evaluation of a strategic plan. The creation of a *mission statement* takes place at the first stage, along with the identification of the *vision* and *values*, SWOT analysis, and the establishment of long-term goals (David 2011, 6).

A corporate mission statement, in turn, is a formal declaration of a company’s core objective, identifying its products and market focus (David 2011, 11). The ongoing deviation from this basic notion greatly contributes to the ambiguity that exists between the concepts of the mission, vision, and values of a company (Salem Khalifa 2011). Some researchers even argue that a single mission statement is enough because it already includes all the elements of vision and values (Powers 2012; Stallworth Williams 2008). Furthermore, due to the lack of standards and common practices, mission statements differ in a variety of ways, including inconsistent length, scope of meaning, and terminology used, among others (Dermol 2013).

Mission statements have gained in popularity in the last three decades (Alegre et al. 2018; Stallworth Williams 2008) mainly due to their perceived positive impact on operational performance, strategic planning, organizational culture, leadership, and communication with stakeholders (Dermol 2013).

Therefore, a key purpose of mission statements is to communicate with a company’s *stakeholders* (David 2011, 49; Klemm, Sanderson, and Luffman 1991), both internal and external, each with different goals and motivations. Internally, mission statements inspire and coordinate employees, while externally they enhance brand recognition and foster external relationships (Alegre et al. 2018). Although these processes are not mutually exclusive, effectively conveying a company’s mission to these distinct groups may require diverse modes of communication. As a result, companies often incorporate their mission statements into various documents, such as annual reports, loan requests, agreements with suppliers and customers, labour contracts, and internal business plans (David 2011, 43).

In this sense, most Slovenian senior managers of medium and large businesses are aware of the primary functions of mission statements as both strategic and managerial tools. Nevertheless, micro and small firms are more reliant on direct communication with their stakeholders (Babnik et al. 2014).

The relationship between mission statements and business performance is a topic of ongoing debate, and the research findings are varied. Researchers approach this link in different ways, some examining individual components within mission statements, while others consider the presence or absence of the entire statement.

Thus, for US and Canadian organizations, researchers generally agree that three major components within mission statements – *purpose*, *values*, and *competitive advantages* – are positively correlated with company performance, particularly regarding employees (Bart and Baetz 1998; Bart and Hupfer 2004; Pearce II and David 1987). In contrast, Slovenian firms

tend to emphasize *the growth of the business, cooperation, and partnership* in their mission statements (Babnik et al. 2014; Breznik 2012; Dermol 2013).

The link between companies' performance and the presence of a mission statement is also ambiguous. Alegre et al. (2018) identified several major groups of studies that have examined various aspects of corporate performance in connection with mission statements, including their impact on employees' behaviour, customer orientation, financial performance (especially return on sales and assets), effects on management, and communication with stakeholders. Furthermore, Dermol (2013) suggests a positive correlation between the presence or absence of a mission statement and the value added per employee, a critical business performance indicator.

Although these and other studies report the positive influence of mission statements on various performance measures (Desmidt, Prinzie, and Decramer 2011), some researchers argue that there is not enough empirical evidence to establish a strong link between mission statements and performance (Stallworth Williams 2008). The evidence typically demonstrates a weak-to-moderate correlation with individual performance measures, and studies tend to focus on a limited set of such measures, making their selection subjective.

In this sense, Salem Khalifa (2011) emphasizes that high-performing organizations might excel in many areas, including creating better mission statements, suggesting that the connection between mission statements and business performance is not straightforward cause and effect. Researchers' conclusions are further undermined by the limitations of their studies, such as sample size and sampling methods.

On this premise, we argue that organizations confront at least two key issues in terms of mission statements. First, they must consider how to effectively communicate their purpose to both internal and external stakeholders. This involves examining the meaning embedded in the company's mission statement and how it is understood and interpreted by individuals within and outside the organization.

Second, assuming that a company's purpose contributes to its prosperity, it is desirable for that purpose to be unique. In other words, a firm cannot effectively compete in the market if it offers similar things to its clients as its competitors do. Therefore, if a company's purpose reflects what sets it apart and its mission statement is aligned with that purpose, it must be special and stand out from other companies' mission statements.

Slovenian companies are no less affected by these challenges and are no exception in their need for high-quality mission statements. Therefore, this study aims to understand and evaluate how Slovenian companies employ mission statements to convey their purpose to stakeholders, and how distinctive these mission statements are at both individual company and industry levels.

One way of approaching this is through *discourse analysis* (DA). DA is a method of studying *discourse*, which comprises meaningful symbolic communication through *language*. This includes both the communicative action itself and its surrounding sociocultural *context*

(Johnstone 2008, 2–3). Thus, analysing mission statements using DA goes beyond just the text and considers the social context, allowing for a better understanding of individual mission statements and the intended message of the author.

DA gained prominence in the 1970s, particularly through the works of the French philosopher Michel Foucault, who is considered a key proponent of discourse theory (Pedersen 2009). Foucault challenged the notion of linear development in discourses, suggesting that they can experience abrupt shifts in previously held beliefs and meanings. These transformations are driven by a combination of internal and external factors and are central to Foucault's principle of discontinuity, which states that every historical period has its own distinctive way of looking at things (Choque Aliaga 2018).

Hence, Foucault emphasized the role of language in shaping ideas, leading to commonly accepted knowledge that gets institutionalized and carried forward in future discourses. In this sense, DA is a way to study the history of knowledge, that is, its creation, evolution, and the limitations imposed by language, institutions, and technology (Pedersen 2009). Therefore, DA focuses on understanding the dynamics of ideas and nodal points of discourse and follows three core directives (McHoul and Grace 2015, 49): discourse must be considered within its historical context, identifying the prerequisites that led to its emergence, and focusing on practical rather than theoretical applications of discourse.

This made DA particularly relevant in areas that study interpersonal interaction, social identity, ethnicity, culture, and language (Johnstone 2008, 7), evolving into an interdisciplinary field associated with anthropology, linguistics, sociology, and psychology (Fairclough 2013a, 4). Due to the internal dynamics and inherent biases of these domains, the study of discourse has branched into two primary models: one based on linguistics and sociolinguistics, the other rooted in sociology and social psychology.

The two models diverge in their primary areas of focus. The linguistic model places its focus on language and its linguistic attributes, including grammar, phonology, morphology, syntax, and semantics, within social contexts. Conversely, the sociological model is more focused on social phenomena, where language is just one component (Taylor 2013, 2–3).

Both approaches emphasize the interconnectedness of discourse, language, and the sociocultural context. This connection comprises the power relations (Fairclough 2013b, 46–51), knowledge development through language usage (Dijk 2014, 5–12), and meaning formation that all occur through various social interactions (Gee 2011, 16). As a result, various justifications for this relationship have led to the development of different methodologies within the field of DA. These methodologies range from formal *linguistic analysis*, *empirical analysis* of conversations and genres, to *critical analysis* of sociocultural elements (Hodges, Kuper, and Reeves 2008).

While there could be some value in examining individual mission statements in detail, our main focus in this study is on a broader perspective. Therefore, we opt for critical discourse analysis (CDA) as our approach. CDA operates within a three-dimensional framework that includes evaluations of: (1) the discourse's products (in our case, mission statements); (2)

how they are created, shared, and used; and (3) the sociocultural context in which they exist (Fairclough 2013a, 59).

2 Materials and Methods

We drew a convenience sample from the population of Slovenian companies with domestic capital sources, ensuring they originated from Slovenia. The data was collected from the SloExport website (SloExport 2022), which is based on annual surveys conducted on firms in the Slovenian market, updated in 2022. For each company, we recorded their name, size (micro, small, medium, or large), industry, and mission statement.

Certain companies have explicitly shared their mission statements, clearly indicating them with formatting features like bullet points, bold fonts, or titles within their company descriptions. However, in cases where mission statements were not immediately apparent due to unclear beginnings and endings, we identified them based on the presence of the word “mission” and related terms, as well as their contextual position within the text:

- At the beginning of a sentence: “Company X’s mission is...”, “Our main goal is...”, “Our primary activity is...”, etc.
- In the middle of a sentence: “...with the mission to...”, etc.
- At the end of a sentence: “...is our mission”, etc.

Occasionally, these sentences were surrounded by other sentences that did not exactly fit these criteria, but still expressed the fundamental goals of a company. In such cases we combined them into a single mission statement to ensure we did not miss any relevant data.

TABLE 1. Representation of industries within the sample.

Industry	Number of companies	Percentage of the sample
Agriculture	19	18%
Commerce	24	22%
Electronics, IT and Telecoms	14	13%
Industrial Manufacturing and Materials	21	20%
Services	19	18%
Transport and Logistics	10	9%
TOTAL	107	100%

Subsequently, we determined the six most prevalent industries among the sampled companies, excluding those industries that constituted less than 9% of the sample. The remaining industries, along with their updated respective sizes, are presented in Table 1.

To achieve our primary objective, the method was structured into two empirical sections. The first section featured a *similarity analysis* (SA) of mission statements within the research sample and served a dual purpose. It evaluated the similarity among the mission statements of Slovenian companies, as well as categorizing them by industry to identify more distinct fields. In turn, the SA employed in this study included two complementary techniques: *term frequency–inverse document frequency* (TF–IDF) weighting and *cosine similarity*.

TF-IDF is a statistical approach to calculate the importance of a term based on its frequency within a specific document and across a set of documents (Sheng, Wei, and Yang 2018). In this sense, higher TF-IDF weights indicate greater importance (Qaiser and Ali 2018). In our case, mission statements were treated as documents and individual words as terms. The process was automated using a Python (Python 2022) script and the Scikit-learn (Pedregosa et al. 2011) library's 'TfidfVectorizer' class.

Once the TF-IDF weights for each mission statement were obtained, the subsequent step involved determining their similarities through a cosine similarity matrix, a widely recognized approach for determining document similarity (Manning, Raghavan, and Schütze 2009, 121). This is achieved by comparing the cosine values of two term vectors within the documents. As a result, the cosine similarity value reflects the degree of relevance between the documents (Rahutomo, Kitasuka, and Aritsugi 2012). The Scikit-learn library also provides a 'cosine_similarity' method that takes the TF-IDF weight matrix as input and computes the cosine similarity for each pair of rows (representing companies' mission statements).

The method returned a symmetric matrix with a size equivalent to the total number of documents in the corpus (i.e., 107 mission statements). Values within this matrix spanned from zero to one, with one signifying identical mission statements and zero indicating a lack of common terms. Based on the cosine similarity matrix, it was deduced that *agriculture*, followed by *electronics*, *IT and telecoms*, along with *transport and logistics*, emerged as the three most distinct industries in terms of their mission statements.

In the second empirical section, Fairclough's (2013b) CDA was applied to the mission statements of three randomly chosen Slovenian companies representing distinct industries: *Pomurske Mlekarne d.d.* (agriculture), *Metra Inženiring d.o.o.* (electronics, IT and telecoms), and *Dars d.d.* (transport and logistics). In turn, CDA is divided into three key stages (Fairclough 2013b, 21–22): *description*, *interpretation*, and *explanation*.

The description stage involved text analysis, which is shaped by productive and interpretative processes. These processes are influenced by participants' individual knowledge, beliefs, stereotypes, and experiences, collectively referred to as the *members' resources* (Fairclough 2013b, 20). Members' resources impact the formal aspects of discourse, such as vocabulary, grammar, and textual structures (Fairclough 2013b, 92–93).

Additionally, Fairclough (2013b, 93) identified three types of values derived from these discourse aspects: *experiential* (agents' knowledge and experiences), *relational* (relationships between agents), and *expressive* (agents' social identity).

During the interpretation stage, we focused on understanding how discourse processes are influenced by members' resources and context (Fairclough 2013b, 117–18). Therefore, we analysed the situational and intertextual contexts to determine discourse type and presuppositions (Fairclough 2013b, 122–27). Interpretation also involved assessing language use, semantics, internal connections, and the main point of the discourse (Fairclough 2013b, 119–20).

In the explanation stage, we explored how discourse interacted with broader social structures. This included examining power relations, ideologies, and the sustainability of the discourse at situational, institutional, and societal levels. Furthermore, it involved studying the utilization of members’ resources in the context of the discourse (Fairclough 2013b, 135–38).

3 Results

The results of the SA (the cosine similarity matrices) were visualized as heatmaps via two commonly used Python libraries: Pandas (McKinney 2010) and Seaborn (Waskom 2021). To simplify visualization, mission statements were sorted alphabetically according to their respective industries, allowing for reference through index numbers rather than displaying the full list of company names directly on the heatmaps. The indices for companies’ mission statements, grouped by industry, are thus provided in Table 2.

TABLE 2. Indices of companies’ mission statements grouped by industry.

Industry	Range of indices
Agriculture	0–18
Commerce	19–42
Electronics, IT and Telecoms	43–56
Industrial Manufacturing and Materials	57–77
Services	78–96
Transport and Logistics	97–106

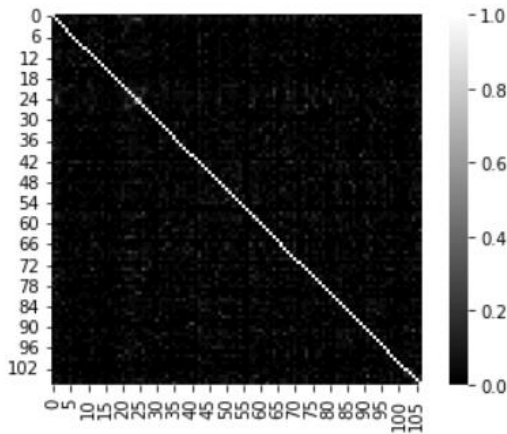


FIGURE 1. Cosine similarity heatmap of mission statements (microlevel).

The interpretation of the cosine similarity matrix of mission statements is conducted at both the microlevel (individual companies) and macrolevel (industries). At the microlevel, the heatmap (Figure 1) has an obvious diagonal line, as mission statements are naturally identical to themselves (i.e., cosine similarity values are equal to 1). In general, however, there is very

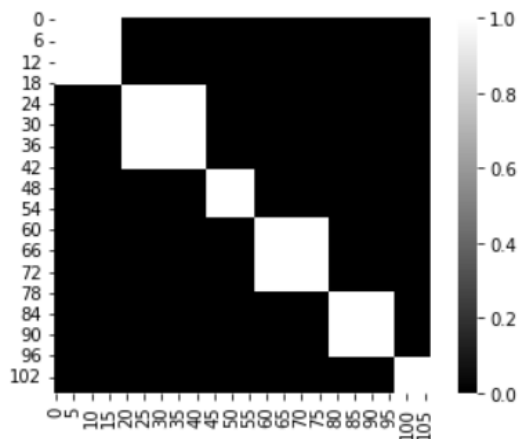


FIGURE 2. Cosine similarity heatmap of mission statements (extreme example).

little similarity between individual companies' mission statements (i.e., near-zero cosine similarity values).

As for the macrolevel, Figure 1 does not demonstrate any apparent similarities between the mission statements of companies operating in the same industry. To illustrate this, Figure 2 provides an extreme example of what the heatmap would look like if all companies' mission statements were primarily similar only to those within their respective industries.

To further investigate potential collective similarities in mission statements, we categorized all the cosine similarity values of mission statements into groups based on their respective industries. Next, we manually selected sets of values, considering the two industries being compared, and computed the mean value for each set. To enhance clarity, we rounded these average values and multiplied them by 1,000. Finally, we constructed a new heatmap (Figure 3) consisting of these averaged cosine similarity values, organized by industry.

Therefore, Figure 3 illustrates the degree of similarity among six industries in the Slovenian market, where the highest similarity values are once again concentrated along the diagonal line, suggesting that industries tend to be more similar to themselves. Nevertheless, we acknowledge that the statistical significance of this correlation can be considered, at best, only moderate.

The results of CDA reveal that Slovenian companies commonly employ mission statements characterized by vocabulary and grammar rich in experiential and expressive values. These mission statements mainly draw upon the authors' personal knowledge, beliefs, and social identity. This is reflected by the classic classification schemes primarily related to the locations (e.g., "... milk from East Slovenia region ...", "... Slovenian motorway network ...") and qualities (e.g., "... premium quality and healthy dairy products ...", "... high-quality electronic locking and access control systems ...", "... ensure safety and comfort ...") of products and services.

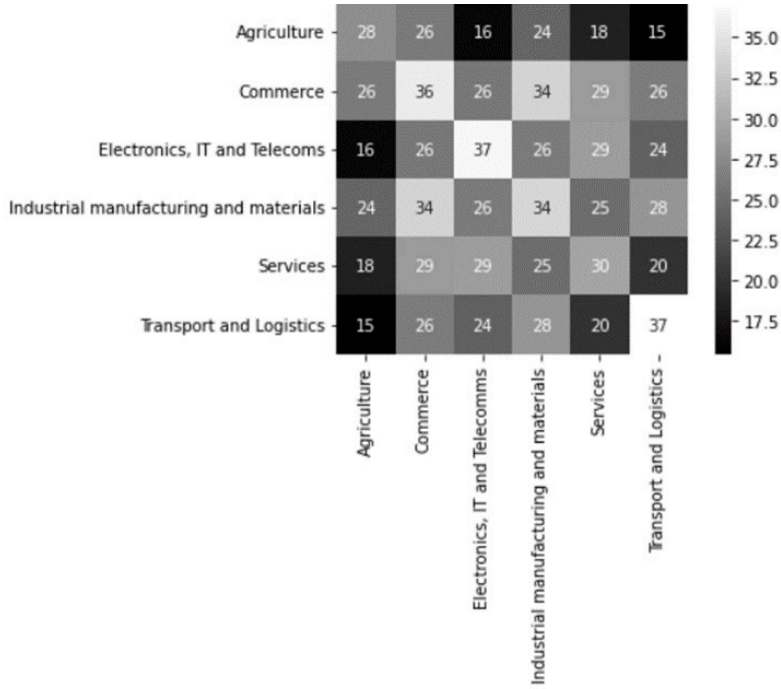


FIGURE 3. Cosine similarity heatmap of mission statements (macrolevel).

Furthermore, they provide clear definitions of the key processes and agency (the company itself). Additionally, these mission statements tend to employ active and positive sentence structures.

However, these mission statements frequently neglect relational values, making them less relatable to their intended audience. Stakeholders other than external parties are rarely mentioned explicitly, with even customers remaining vaguely defined. As a result, mission statements appear to be heavily centred on the company itself, as evidenced by the absence of pronouns other than “we” (referring to the company) and lack of personalization.

Moreover, the interpretation of a company’s purpose can vary among participants based on the situational and intertextual context. These mission statements often draw upon related discourse types, such as those on the company’s expertise and corporate values, leading to different customer understandings depending on their background knowledge and focus (e.g., product qualities or company values).

Lastly, the analysed mission statements are influenced by power relations at various levels, including organizational structure, market competition, and consumer attitudes and demands. While they address common social issues such as environmental responsibility (e.g., “... treasures of pure nature ...”, “... acting responsibly towards the environment ...”), traditions (e.g., “... rich tradition of milk production ...”), and modernization (e.g., “...

reliable and modern tailor-made solution ...”, “... taking modern approaches ...”), these concerns are often not emphasized, and existing power relations are not challenged, resulting in a relatively normative discourse.

4 Discussion

We acknowledge that the results of DA may lack consistency due to factors like analyst subjectivity, the dynamic nature of discourse, and a lack of standardized approaches. It must also be noted although mission statements may show correlations with business performance, they may not necessarily be the direct cause of it, and as such the significance of their presence or contents might be overstated.

We also recognize a significant language challenge with regard to SA and DA, as these analyses were conducted in English, whereas the mission statements were from Slovenian companies. As a result, we faced two options: either translating all the mission statements into English after collecting them, or solely collecting those mission statements that were originally written or translated into English by the business owners. We chose the latter option to avoid introducing any translation bias from our side. However, this approach does not completely eliminate the issue because English is not the primary language for Slovenian entrepreneurs. Thus, there remains a risk of losing or misinterpreting the original meaning in Slovenian and the potential for flawed translations.

Another major complication of the study lay in the difficulty of identifying and isolating the individual mission statements from the overall company description, particularly when they were not explicitly labelled as such. Nevertheless, we encountered many cases where one or more sentences closely resembled a mission statement in terms of conveying the company's purpose and primary objectives. We thus chose to consider these as valid mission statements to expand the sample size.

As a result, we ended up with a convenience sample, which comes with inherent disadvantages, including the possibility for selection bias. The subjective nature of selecting companies in this manner could potentially impact the generalizability and representativeness of our findings when extrapolated to the population of Slovenian companies as a whole.

The ability to extrapolate our findings beyond the scope of the study is further constrained by the relatively small sample size, which resulted in a limited number of companies and industries available for comparison.

In future research within this field, there are several key areas that could be explored to deepen our comprehension of mission statements and their significance for Slovenian companies. These areas encompass: investigating the impact of mission statements on employee motivation and effective leadership; conducting cross-cultural analyses of mission statements, expanding the scope beyond Slovenia to include other countries and cultures, especially within the European Union; and employing various combinations and types of DA and SA on a larger and more diverse sample of mission statements.

5 Conclusion

Slovenian companies predominantly use positive and active mission statements to effectively convey their purpose. However, these statements tend to be very conservative and often conform to the status quo. Thus, while some mission statements acknowledge modernization, sustainability, and other contemporary ideologies as positive attributes, they refrain from advocating for substantial change or an industry revolution, as such actions could disrupt existing power relations and introduce uncertainty.

To illustrate this, consider the original: “[...] to continue with its 75 years old, rich tradition of milk production [...] satisfying even the most demanding consumers home and abroad” and its revised version: “[...] to advance its 75 years of rich tradition in milk production [...] Apart from satisfying the most demanding consumers, we strive to support our local agricultural sectors by foresting a sustainable market. By implementing clean, environmentally friendly means of production, we challenge the current norms and contribute to the well-being of our planet and communities.”

In the same sense, compare: “By taking modern approaches and acting responsibly towards the environment [...]” with “In our commitment to redefine the future of transportation, we adopt innovative approaches and act responsibly towards the environment [...]”

Additionally, these statements mostly centre around the companies themselves, with limited mention of stakeholders and their requirements. As a result, the primary emphasis remains on the companies’ goals, values, and the qualities of their products and services.

For instance, compare the original: “We develop and implement [...] With the experience gained in many projects, we offer customers a reliable and modern tailor-made solution [...]” with the revised version: “We leverage our collective expertise in developing and implementing [...] The insights gained from numerous projects are not only directed towards reliable and modern solutions tailored to the customers’ needs but also provide an opportunity for the professional growth of our team members.”

Similarly, consider “[...] we optimize traffic flow and ensure safety and comfort on the Slovenian motorway network” and “It is within the expertise of our team of professionals to enhance the Slovenian motorway network with strategies that reflect our values, abide by regulations, and resonate with the community.”

Regarding the evaluation of similarity, the results were somewhat ambiguous. The analysis revealed that even though the mission statements may appear substantially distinct across individual companies, a moderate level of collective similarity emerges when they are categorized by industry.

Several potential factors might contribute to this phenomenon. On a smaller scale, variations in length, content, and vocabulary among mission statements could accentuate their diversity. In contrast, companies within the same industry often share similar objectives, products, target audiences, industry-specific norms, and standards. As a result, mission statements from organizations operating within the same sector tend to converge and exhibit resemblances, resulting in a certain level of collective similarity.

Overall, it is noteworthy that Slovenian Micro, Small and Medium Enterprises (MSMEs) and large organizations use mission statements mainly to articulate their objectives, products, and services. Furthermore, their intended message is primarily oriented towards external audiences rather than internal ones. It is as if the mission statement is perceived more as a marketing instrument than a managerial tool. As a result, by prioritizing external stakeholders, especially customers, over internal ones, these companies might be overlooking the potential advantages of mission statements. As argued by the studies presented earlier, these benefits are related to employee motivation and the development of effective leadership.

References

- Alegre, Inés, Jasmina Berbegal-Mirabent, Adrián Guerrero, and Marta Mas-Machuca. 2018. "The real mission of the mission statement: A systematic review of the literature." *Journal of Management & Organization* 24 (4): 456–73. <https://doi.org/10.1017/jmo.2017.82>.
- Babnik, Katarina, Kristijan Breznik, Valerij Dermol, and Nada Trunk Širca. 2014. "The mission statement: Organisational culture perspective." *Industrial Management & Data Systems* 114 (4): 612–27. <https://doi.org/10.1108/IMDS-10-2013-0455>.
- Bart, Christopher K., and Mark C. Baetz. 1998. "The relationship between mission statements and firm performance: An exploratory study." *Journal of Management Studies* 35 (6): 823–53. <https://doi.org/10.1111/1467-6486.00121>.
- Bart, Christopher K., and Maureen Hupfer. 2004. "Mission statements in Canadian hospitals." *Journal of Health Organization and Management* 18 (2): 92–110. <https://doi.org/10.1108/1477260410538889>.
- Breznik, Kristijan. 2012. "Ranking and visualizing the keywords in mission statements of Slovenian companies." In *Management, Knowledge and Learning International Conference 2012 (MakeLearn)*, 969–75. Celje: International School for Social and Business Studies.
- Choque Aliaga, and Osman Daniel. 2018. "'The discontinuity in the continuity.' Michel Foucault and the archaeological period." *Topologik: Rivista Internazionale Di Scienze Filosofiche, Pedagogiche e Sociali* 23 (July): 1–15.
- David, Fred R. 2011. *Strategic Management: Concepts and Cases*. Upper Saddle River, NJ: Prentice Hall.
- Dermol, Valerij. 2013. "Relationship between mission statement and company performance." *Annals of the Alexandru Ioan Cuza University – Economics* 59 (1): 321–36. <https://doi.org/10.2478/v10316-012-0022-9>.
- Desmidt, Sebastian, Anita Prinzie, and Adelen Decramer. 2011. "Looking for the value of mission statements: A meta-analysis of 20 years of research." *Management Decision* 49 (3): 468–83. <https://doi.org/10.1108/00251741111120806>.
- Dijk, Teun A. van. 2014. *Discourse and Knowledge: A Sociocognitive Approach*. Cambridge: Cambridge University Press. <https://doi.org/10.1017/CBO9781107775404>.
- Fairclough, Norman. 2013a. *Critical Discourse Analysis: The Critical Study of Language*. 2nd ed. New York: Routledge. <https://doi.org/10.4324/9781315838250>.
- . 2013b. *Language and Power*. 2nd ed. New York: Routledge.
- Gee, James Paul. 2011. *An Introduction to Discourse Analysis: Theory and Method*. 3rd ed. New York: Routledge. <https://doi.org/10.4324/9780203847886>.
- Gorenak, Mitja, and Suzana Košir. 2012. "The importance of organizational values for organization." In *Management, Knowledge and Learning International Conference 2012 (MakeLearn)*, 563–69. Celje: International School for Social and Business Studies.
- Hodges, Brian David, Ayelet Kuper, and Scott Reeves. 2008. "Discourse Analysis." *BMJ* 337: 570–75. <https://doi.org/10.1136/bmj.a879>.
- Johnstone, Barbara. 2008. *Discourse Analysis*. 2nd ed. Malden: Blackwell. <https://doi.org/10.1017/S0047404509090460>.

- Klemm, Mary, Stuart Sanderson, and George Luffman. 1991. "Mission statements: Selling corporate values to employees." *Long Range Planning* 24 (3): 73–78. [https://doi.org/10.1016/0024-6301\(91\)90187-S](https://doi.org/10.1016/0024-6301(91)90187-S).
- Manning, Christopher D., Prabhakar Raghavan, and Hinrich Schütze. 2009. *An Introduction to information retrieval*. Cambridge: Cambridge University Press. <https://doi.org/10.1017/CBO9780511809071>.
- McHoul, Alec, and Wendy Grace. 2015. *A Foucault Primer: Discourse, Power and the Subject*. London: Routledge. <https://doi.org/10.4324/9780203501122>.
- McKinney, Wes. 2010. "Data structures for statistical computing in Python." *Proceedings of the 9th Python in Science Conference* 445: 56–61. <https://doi.org/10.25080/Majora-92bf1922-00a>.
- Pearce II, John A., and Fred David. 1987. "Corporate mission statements: The bottom line." *Academy of Management Executive* 1 (2): 109–15. <https://doi.org/10.5465/AME.1987.4275821>.
- Pedersen, Ove K. 2009. *Discourse Analysis. Working Paper no 65*. Frederiksberg: International Center for Business and Politics, Copenhagen Business School.
- Pedregosa, Fabian, Gaël Varoquaux, Alexandre Gramfort, Vincent Michel, Bertrand Thirion, Olivier Grisel, Mathieu Blondel, Peter Prettenhofer, Ron Weiss, Vincent Dubourg, Jake Vanderplas, Alexandre Passos, David Cournapeau, Matthieu Brucher, Matthieu Perrot, and Édouard Duchesnay. 2011. "Scikit-Learn: Machine learning in Python." *Journal of Machine Learning Research* 12 (85): 2825–30.
- Powers, Edward L. 2012. "Organizational mission statement guidelines revisited." *International Journal of Management & Information Systems (IJMIS)* 16 (4): 281–90. <https://doi.org/10.19030/ijmis.v16i4.7304>.
- Python. 2022. *Python Release Python 3.10.5*. <https://www.python.org/downloads/release/python-3105/>.
- Qaiser, Shahzad, and Ramsha Ali. 2018. "Text mining: Use of TF-IDF to examine the relevance of words to documents." *International Journal of Computer Applications* 181 (1): 25–29. <https://doi.org/10.5120/ijca2018917395>.
- Rahutomo, Faisal, Teruaki Kitasuka, and Masayoshi Aritsugi. 2012. "Semantic Cosine Similarity." *The 7th International Student Conference on Advanced Science and Technology* 4.
- Salem Khalifa, Azaddin. 2011. "Three Fs for the mission statement: What's next?" *Journal of Strategy and Management* 4 (1): 25–43. <https://doi.org/10.1108/17554251111110104>.
- Sheng, Yan-xiu, Zhi-qiang Wei, and Yong-Quan Yang. 2018. *Research of Text Classification Based on Improved TF-IDF Algorithm*. <https://doi.org/10.1109/IRCE.2018.8492945>.
- SloExport. 2022. *Database of Slovenian Exporters*. <https://www.sloexport.si/en/>.
- Stallworth Williams, Linda. 2008. "The mission statement: A corporate reporting tool with a past, present, and future." *The Journal of Business Communication* 45 (2): 94–119. <https://doi.org/10.1177/0021943607313989>.
- Taylor, Stephanie. 2013. *What Is Discourse Analysis?* London: Bloomsbury Academic.
- Waskom, Michael L. 2021. "Seaborn: Statistical data visualization." *Journal of Open Source Software* 6 (60): 3021. <https://doi.org/10.21105/joss.03021>.