

The Discourse of Mission Statements of Slovenian and Austrian Business Schools

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This article is about the mission statements of a sample of Slovenian and Austrian higher education institutions in the field of business and economics. The aim of the article is to analyse the content of these statements by using WordSmith tools, a suite of programmes for identifying key words in a given text, generating word lists in frequency order, and/or studying certain words in context (concordance).

First, we searched the Internet and saved mission statements of all Slovenian and Austrian business and economics HEIs that had such a document in English. For the purpose of our research, we created two corpuses (one for the Austrian HEIs and one for the Slovenian HEIs) in plain text format. After that we used WordList to create two word lists and subsequently used Concord to see how the most frequently used words in those two lists are used in the context. Finally, we analysed and interpreted the results by highlighting the main characteristics of the discourse used in our sample texts, as well as pinpointing the main differences and similarities of the two collections of mission statements.

In conclusion, we emphasized the need to rethink the form and language of postsecondary education institutions mission statements.

Keywords: concordance, HEIs, keywords, mission statement, WordSmith tools, word frequencies