Do Enterprises Have Emotions?

Organizational Emotions

- Organizations are seen as social actors in management and organization studies (King et al., 2010)
- Anthropomorphic modelling with human-like traits
- Do emotions fit into this theoretical framework?
  - Analyzing language of (rather than about) organizations

Warriner's Word-Emotion Lexicon (Warriner et al., 2013)

<table>
<thead>
<tr>
<th>Lemma</th>
<th>Valence</th>
<th>Arousal</th>
<th>Dominance</th>
</tr>
</thead>
<tbody>
<tr>
<td>sunshine</td>
<td>3.14</td>
<td>0.32</td>
<td>0.43</td>
</tr>
<tr>
<td>leukemia</td>
<td>-3.53</td>
<td>0.75</td>
<td>-2.17</td>
</tr>
<tr>
<td>terrorism</td>
<td>-3.40</td>
<td>2.42</td>
<td>-2.31</td>
</tr>
<tr>
<td>calm</td>
<td>1.89</td>
<td>-3.33</td>
<td>2.44</td>
</tr>
<tr>
<td>successful</td>
<td>2.76</td>
<td>0.08</td>
<td>2.71</td>
</tr>
<tr>
<td>uncontrollable</td>
<td>-1.16</td>
<td>0.81</td>
<td>-2.82</td>
</tr>
</tbody>
</table>

14k crowdsourced VAD-lemma pairs

VAD Model of Emotions (Russell & Mehrabian, 1977)

System Architecture

- full text documents
- pre-processing
- BOW representation
- VAD score calculation
- emotion lexicon
- output

Experiments

Jena Organization Corpus

- 90 top-performing corporations from Dow Jones (US), FTSE100 (UK) and DAX (Germany) index (covering 7% of worldwide GDP in 2014)
- 1087 annual business reports (ANN)
- 589 corporate social responsibility reports (CSR)
- 130M tokens

Comparison with RCV1 News Corpus

- blue: annual business reports
- red: corporate social responsibility reports
- green: RCV1 business and economy news
- purple: RCV1 fashion and sports news
- black: miscellaneous RCV1 news categories

References


