

Strategic Language Across Global Enterprise: A Comparative Content Analysis of Corporate Vision and Mission Statements

Tapal Dulababu¹

ABSTRACT

Corporate vision and mission statements are crucial for organizations to express their purpose and strategic direction. This study explores the characteristics of these statements across 200 companies, including 100 non-pharmaceutical and 100 pharmaceutical enterprises. Through a comparative content-analysis design, the research assesses statement length and thematic orientation in relation to factors such as industry type, organizational age, geographic region, and economic grouping. The selected statements were subjected to textual processing to measure length and lexical patterns. Various statistical tests were employed to determine differences in statement length and thematic distribution. Results showed no significant length differences between pharmaceutical and non-pharmaceutical companies or across organizational ages and regions; however, firms in G7 countries had longer statements than those in BRICS countries. The thematic analysis indicated distinct industry differences, with pharmaceutical companies focusing more on "Patient and Health" and "Innovation and Science," while non-pharmaceutical firms emphasized "Customer and Service," "Growth and Leadership," and "Sustainability and Ethics." Overall, the study reveals that while corporate strategic language is generally brief across sectors, it exhibits meaningful industry-specific differences in thematic content. This research enhances the understanding of strategic communication by integrating structural text measurement with thematic analysis across global enterprises.

1. INTRODUCTION

Vision and mission statements are widely used by organizations to communicate their fundamental purpose, strategic priorities, identity, and intended direction. Although the concepts of vision and mission are not identical, both serve as prominent forms of formal strategic communication through which organizations articulate what they seek to achieve, whom they seek to serve, and the values or priorities that guide their activities.

The strategic language used in such statements may reflect the characteristics of the organizations that produce them. Companies operating in specialized industries may emphasize priorities associated with their particular business environments and

¹ Dr. Tapal Dulababu, Professor of Practice, St. John Aldel Institute of Management, St. John Group of Institutions PALGHAR – 401404 Near MUMBAI Email ID: tapald.aim@sjcem.edu.in

stakeholder groups. Pharmaceutical companies, for example, operate within a sector strongly associated with patient welfare, health outcomes, medicines, scientific research, and innovation. Their strategic communication may therefore differ substantially from that of diversified multinational enterprises operating across technology, energy, finance, consumer goods, retail, and other industries.

Corporate strategic language may also vary across organizational and institutional contexts. Organizational age may be associated with differences in corporate identity and strategic positioning. Geographic location and broader economic context may similarly shape the manner in which organizations publicly communicate their priorities. Companies headquartered in different institutional environments may differ in the length, terminology, and stakeholder orientation of their strategic statements.

Despite considerable interest in corporate mission and vision statements, comparative evidence simultaneously examining industry specialization, organizational age, geographic location, economic grouping, statement length, and strategic thematic orientation remains limited. Much of the existing discussion has focused on particular industries, countries, or individual dimensions of corporate statements.

The present study addresses this gap through a comparative content analysis of strategic statements from 200 corporations. The study examines two broad dimensions. First, it investigates structural characteristics by comparing statement length across industry type, organizational age, geographic region, and economic grouping. Second, it investigates thematic characteristics by examining differences in the strategic themes represented in pharmaceutical and non-pharmaceutical companies and by testing whether organizational age is associated with thematic distribution.

The study is guided by the following overarching research question:

How are organizational and institutional characteristics associated with the structural length and thematic orientation of corporate strategic statements?

By combining quantitative textual measurement with comparative thematic analysis, the study seeks to provide empirical evidence on patterns of convergence and differentiation in corporate strategic language.

2. REVIEW OF LITERATURE

Corporate vision and mission statements are important instruments of strategic communication through which organizations express their purpose, identity, priorities, and intended direction. Leuthesser and Kohli (1997) highlighted the role of mission statements in communicating corporate identity, establishing an early connection between formal organizational statements and the way companies define themselves.

Subsequent research has reinforced the strategic importance of corporate identity and communication. Balmer (2017) developed an integrated framework linking corporate

identity, corporate communications, stakeholder-attributed identities, stakeholder identification, and behaviour. This perspective suggests that formal corporate statements can be viewed as deliberate expressions of organizational identity and strategic priorities.

Content analysis provides a useful approach for examining such statements because it enables researchers to identify and compare recurring themes, linguistic patterns, and structural characteristics. Corporate strategic statements may differ according to industry context because organizations operating in different sectors face different stakeholder expectations and strategic environments. Pharmaceutical companies, for example, operate in a context strongly associated with patients, health, medicines, scientific research, and innovation. Their formal strategic communication may therefore be expected to emphasize these priorities more strongly than corporations operating across diverse industries.

From a stakeholder perspective, organizations communicate priorities that reflect relationships with important stakeholder groups. In the pharmaceutical sector, patients, healthcare systems, regulators, and scientific communities constitute particularly important stakeholders. Consequently, themes relating to Patient and Health and Innovation and Science may form a distinctive part of pharmaceutical companies' strategic identity. Broader multinational corporations, in contrast, may communicate a wider range of priorities relating to customers, service, growth, leadership, sustainability, and business solutions.

The broader institutional environment may also be associated with corporate communication practices. Companies headquartered in different geographic and economic contexts operate within varying institutional, cultural, and business environments. Accordingly, geographic location and economic grouping may be associated with observable differences in the structure of strategic statements. Such differences, however, should be interpreted as associations rather than evidence of causal effects.

Based on this literature, the present study examines corporate strategic communication from two complementary perspectives: structural characteristics, represented by statement length, and substantive characteristics, represented by strategic thematic orientation. While organizations may converge in producing concise statements, the themes communicated within those statements may remain strongly differentiated by industry and stakeholder context. The study therefore compares 200 global corporations to examine whether industry type, organizational age, geographic region, and economic grouping are associated with differences in statement length and thematic orientation.

Research Gap

Although previous research has recognized the role of mission and vision statements in corporate identity and strategic communication, relatively limited comparative research has simultaneously examined statement length and thematic orientation across a large sample representing both pharmaceutical and non-pharmaceutical global corporations.

The present study addresses this gap by comparing 200 companies across industry, organizational age, geographic region, and economic grouping.

3. THEORETICAL FRAMEWORK

The present study is supported by three simple theoretical perspectives: Corporate Identity, Stakeholder Theory, and Institutional Theory.

3.1 Corporate Identity Perspective

Corporate vision and mission statements communicate what an organization considers important and how it wishes to define itself. Therefore, companies operating in different industries may emphasize different strategic priorities.

For example, pharmaceutical companies are more likely to emphasize patients, health, science, and innovation, reflecting the nature of their business. This perspective supports the comparison of thematic differences between pharmaceutical and non-pharmaceutical companies.

3.2 Stakeholder Theory

According to Stakeholder Theory, organizations communicate priorities relevant to their major stakeholders. Pharmaceutical companies deal closely with patients, healthcare professionals, regulators, and scientific communities. Hence, their strategic statements may emphasize health, patients, medicines, and innovation.

Companies in other industries may give greater emphasis to customers, service, growth, leadership, and sustainability.

This perspective supports the analysis of differences in strategic themes.

3.3 Institutional Theory

Organizations operate within different economic and geographic environments. These environments may influence organizational practices and communication.

Therefore, companies headquartered in different regions or economic groupings, such as America and Europe or G7 and BRICS, may show differences in the way they communicate their strategic direction, including the length of their statements.

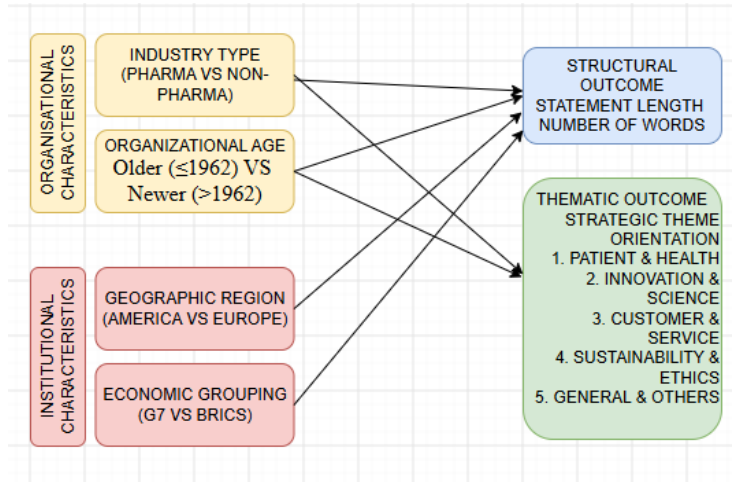


Figure 1 Conceptual Model of the Study

Source: Authors

4. RESEARCH OBJECTIVES

The study was undertaken with the following objectives:

- 1) To compare the length of corporate strategic statements between pharmaceutical and non-pharmaceutical companies.
- 2) To examine whether organizational age is associated with differences in statement length.
- 3) To compare the length of strategic statements between companies headquartered in America and Europe.
- 4) To examine whether companies headquartered in G7 and BRICS countries differ in statement length.
- 5) To examine whether the distribution of major strategic themes differs between pharmaceutical and non-pharmaceutical companies.
- 6) To examine whether organizational age is associated with the distribution of major strategic themes.

5. HYPOTHESES

Based on the objectives, the following null hypotheses were formulated:

H01

There is no significant difference in the mean length of strategic statements between pharmaceutical and non-pharmaceutical companies.

H02

There is no significant difference in the mean length of strategic statements between older and newer companies.

H03

There is no significant difference in the mean length of strategic statements between companies headquartered in America and Europe.

H04

There is no significant difference in the mean length of strategic statements between companies headquartered in G7 and BRICS countries.

H05

The distribution of major strategic themes does not differ significantly between pharmaceutical and non-pharmaceutical companies.

H06

Organizational age is not significantly associated with the distribution of major strategic themes.

6. RESEARCH METHODOLOGY

6.1 Research Design

The study adopted a comparative quantitative content-analysis design. Corporate strategic statements were examined using structural textual measures and thematic content classification. The design combined descriptive analysis, group comparison tests, lexical analysis, and categorical association analysis.

The approach enabled the study to examine both the measurable structural characteristics of corporate strategic language and the substantive strategic themes represented in the statements.

6.2 Sample

The study comprised 200 corporations divided into two equal groups:

- 100 leading global non-pharmaceutical companies
- 100 leading global pharmaceutical companies

The non-pharmaceutical group included corporations operating across sectors such as energy, technology, consumer goods, finance, and retail. The pharmaceutical group comprised companies operating in pharmaceuticals, biopharmaceuticals, healthcare-related activities, and related areas.

The final sample was designed to facilitate comparison between a specialized health and science-oriented industry and a broader group of global corporations operating across multiple sectors.

6.3 Unit of Analysis and Statement Selection

The unit of analysis was one corporate strategic statement per company.

Organizations do not uniformly publish both a separate vision and mission statement. To ensure that each company contributed only one statement to the analysis and to avoid double-counting, a priority-based selection rule was applied:

- a) The **vision statement** was selected when both vision and mission statements were publicly available or when only a vision statement was available.
- b) The **mission statement** was selected when no separate vision statement was publicly available.

This approach ensured consistency in the number of statements analysed while recognizing that companies differ in how they publicly present their strategic purpose.

6.4 Classification Variables

Industry Type

Companies were classified into two groups:

- Pharmaceutical
- Non-pharmaceutical

Organizational Age

Organizational age was classified using the sample median establishment year of 1962.

- Companies established in or before 1962 were classified as Older.
- Companies established after 1962 were classified as Newer.

Geographic Region

For the geographic comparison, companies were classified according to headquarters location into:

- America
- Europe

Companies headquartered outside these two regions were not included in this specific comparison.

Economic Grouping

For the economic grouping comparison, companies were classified according to the economic grouping of their headquarters country into:

- G7
- BRICS

Companies headquartered in countries outside these two groupings were excluded from the G7–BRICS comparison.

6.5 Textual Processing

The selected corporate statements underwent standardized textual processing. The procedure included text standardization, punctuation removal, tokenization, stop-word filtering for lexical analysis, and calculation of statement word count.

Statement length was measured as the number of words contained in the selected corporate strategic statement. The analysis also identified frequently occurring terms to provide an initial indication of the lexical orientation of pharmaceutical and non-pharmaceutical companies.

6.6 Thematic Content Analysis

The strategic statements were examined for the presence of major strategic themes. The analysis classified thematic content into the following categories:

- a) Patient and Health
- b) Innovation and Science
- c) Growth and Leadership
- d) Customer and Service
- e) Sustainability and Ethics
- f) General or Other

The thematic framework was used to identify differences in the strategic orientation of pharmaceutical and non-pharmaceutical corporations. The resulting thematic frequencies were subsequently examined using Chi-square analysis to assess whether the observed distribution differed significantly across the comparison groups.

6.7 Statistical Analysis

Descriptive statistics were calculated for statement length, including:

- sample size;
- mean;
- standard deviation;
- median;
- minimum; and
- maximum.

Independent group comparisons were conducted using independent-samples tests and Mann–Whitney tests. The non-parametric analysis provided an additional comparison of the distributions across the independent groups.

The associations involving thematic distribution were examined using Chi-square tests of independence.

The level of statistical significance was set at: $\alpha = .05$

7. RESEARCH RESULTS

7.1 Descriptive Analysis of Statement Length

Table 1 presents the descriptive statistics for statement length across the study groups.

Table 1. Descriptive Statistics for Corporate Strategic Statement Length

Grouping Variable	Sub-group	N	Mean Words	Standard Deviation	Median	Minimum	Maximum
Industry	Non-Pharma	100	13	2.88	13	5	21
	Pharma	100	13.25	3.34	14	3	19
Company Age	Newer (>1962)	100	13.08	2.72	13	4	20
	Older (≤ 1962)	100	13.17	3.48	13	3	21
Region	America	104	13.1	2.85	13	5	20
	Europe	40	13	3.62	13	4	19
Economic Grouping	G7	144	13.35	3.02	13.5	4	21
	BRICS	27	11.85	3.07	12	3	17

Source: Computed from the study dataset.

The descriptive findings indicate substantial similarity in the average length of strategic statements across several organizational characteristics. Non-pharmaceutical companies reported an average statement length of 13.00 words, compared with 13.25 words for pharmaceutical companies. Similarly, newer and older companies reported almost identical mean lengths of 13.08 and 13.17 words, respectively.

The America–Europe comparison also revealed minimal variation, with average statement lengths of 13.10 words for American companies and 13.00 words for European companies.

The largest descriptive difference was observed between G7 and BRICS companies. The mean statement length of G7-headquartered companies was 13.35 words, compared with 11.85 words among BRICS-headquartered companies.

7.2 Industry Type and Statement Length

H01: Pharmaceutical versus Non-Pharmaceutical Companies

The first hypothesis examined whether statement length differed significantly between pharmaceutical and non-pharmaceutical companies.

Non-pharmaceutical companies had an average statement length of 13.00 words, whereas pharmaceutical companies had an average length of 13.25 words. The inferential analysis indicated that this difference was not statistically significant.

Therefore, *H01 was not rejected.*

The result indicates that industry specialization was not significantly associated with differences in the structural length of corporate strategic statements within the study sample. Although pharmaceutical companies operate in a highly specialized scientific and healthcare environment, their strategic statements were similar in length to those of companies operating across a broad range of industries.

7.3 Organizational Age and Statement Length

H02: Older versus Newer Companies

The second hypothesis examined whether organizational age was associated with differences in statement length.

Newer companies reported a mean statement length of 13.08 words, while older companies reported a mean of 13.17 words. The difference was not statistically significant.

Therefore, *H02 was not rejected.*

The finding suggests that organizational age did not have a significant association with the length of strategic statements in the present sample. Both older and newer companies appeared to follow a similar pattern of concise strategic communication.

7.4 Geographic Region and Statement Length

H03: America versus Europe

The third hypothesis compared the length of strategic statements among companies headquartered in America and Europe.

Companies headquartered in America reported an average statement length of 13.10 words, while companies headquartered in Europe reported an average of 13.00 words. The inferential analysis indicated that the difference was not statistically significant.

Therefore, *H03 was not rejected.*

The result suggests that, among the companies included in the America–Europe comparison, geographic headquarters location was not significantly associated with differences in statement length.

7.5 Economic Grouping and Statement Length

H04: G7 versus BRICS

The fourth hypothesis examined whether companies headquartered in G7 and BRICS countries differed significantly in statement length.

G7-headquartered companies reported an average statement length of 13.35 words, compared with 11.85 words for BRICS-headquartered companies. The inferential analysis indicated a statistically significant difference.

Therefore, H04 was rejected.

The result suggests that economic grouping was significantly associated with differences in the length of strategic statements in the present sample. Companies headquartered in G7 countries used longer statements on average than companies headquartered in BRICS countries.

However, this finding should be interpreted as an association observed in the study sample rather than evidence that economic grouping directly causes differences in corporate strategic language.

8. THEMATIC AND CONTENT ANALYSIS

8.1 Lexical Patterns

The lexical analysis revealed different patterns of frequently occurring terms across the two industry groups.

The frequently observed terms among pharmaceutical companies included:

- patients;
- health;
- life;
- quality;
- innovative;
- medicines;
- science; and
- improve.

In contrast, frequently observed terms among non-pharmaceutical companies included:

- every;
- life;
- better;
- energy;
- financial;
- power;
- customers; and
- solutions.

These lexical differences provide an initial indication that corporate strategic language reflects sector-specific priorities. Pharmaceutical companies appeared to place greater emphasis on health-related outcomes and scientific capability, whereas the non-pharmaceutical group reflected a wider range of customer, business, energy, financial, and solution-oriented priorities.

8.2 Strategic Theme Distribution

Table 2 presents the distribution of strategic themes across pharmaceutical and non-pharmaceutical companies.

Table 2 Distribution of Major Strategic Themes

Strategic Theme	Non-Pharma Frequency	Pharma Frequency	Total Occurrences
Patient and Health	24	86	110
Innovation and Science	31	52	83
Growth and Leadership	21	25	46
Customer and Service	23	3	26
Sustainability and Ethics	17	3	20
General or Other	22	5	27
Total	138	169	307

Source: Computed from the study dataset.

The thematic distribution demonstrates clear differences in the strategic orientation of the two industry groups.

Pharmaceutical companies showed particularly strong emphasis on Patient and Health, with 86 occurrences compared with 24 among non-pharmaceutical companies. Pharmaceutical companies also demonstrated greater emphasis on Innovation and Science, with 52 occurrences compared with 31 in the non-pharmaceutical group.

In contrast, non-pharmaceutical companies showed substantially greater representation of Customer and Service, with 23 occurrences compared with 3 among pharmaceutical companies. They also displayed broader representation of Sustainability and Ethics and other strategic categories.

These findings indicate that the substantive content of strategic statements differs more clearly by industry than does their structural length.

8.3 Industry Type and Strategic Theme Distribution

H05: Industry and Strategic Themes

The fifth hypothesis examined whether the distribution of major strategic themes differed significantly between pharmaceutical and non-pharmaceutical companies.

The Chi-square analysis indicated a statistically significant association between industry type and thematic distribution.

Therefore, H05 was rejected.

Pharmaceutical companies demonstrated a clear thematic concentration around patient welfare, health, scientific capability, and innovation. Non-pharmaceutical companies, by contrast, displayed a broader strategic orientation encompassing customer and service priorities, growth and leadership, sustainability and ethics, and other themes.

The result suggests that industry specialization is strongly associated with the thematic content of corporate strategic statements.

8.4 Organizational Age and Strategic Theme Distribution

H06: Company Age and Strategic Themes

The sixth hypothesis examined whether organizational age was significantly associated with the distribution of major strategic themes.

The Chi-square analysis indicated that organizational age was not significantly associated with the overall thematic distribution.

Therefore, H06 was not rejected.

Although older organizations may differ from newer organizations in their history, institutional development, and market experience, the findings of the present study indicate that organizational age did not significantly alter the broad strategic themes represented in the analysed statements.

9. DISCUSSION

9.1 Structural Convergence in Corporate Strategic Language

One of the principal findings of the study is the substantial similarity in statement length across industry type, organizational age, and the America–Europe comparison. The mean statement length across these groups was consistently close to 13 words.

This pattern suggests the presence of a broadly shared preference for concise strategic communication among large global corporations. Regardless of whether companies operated in the pharmaceutical sector or across other industries, whether they were older or newer organizations, or whether they were headquartered in America or Europe, their selected strategic statements demonstrated similar levels of brevity.

The findings indicate that statement length alone may not be sufficient to distinguish the strategic identity of companies. Organizations operating in very different industries may use similarly concise structures while communicating substantially different priorities.

9.2 Economic Context and Structural Variation

The G7–BRICS comparison represented the principal structural difference identified in the study. Companies headquartered in G7 countries reported longer strategic statements on average than those headquartered in BRICS countries.

The difference suggests that broader institutional and economic context may be associated with variation in the structural form of strategic communication. Companies operating within different national and economic environments may differ in the extent to which they incorporate multiple strategic priorities within their formal statements.

Nevertheless, the study design does not permit a causal interpretation. The result indicates an association within the selected sample and may also reflect other organizational, or country-level characteristics not examined in the present analysis.

9.3 Industry-Specific Strategic Identity

The thematic findings demonstrate stronger differentiation than the structural results. Pharmaceutical companies displayed a pronounced concentration around Patient and Health and Innovation and Science.

This pattern is consistent with the fundamental nature of the pharmaceutical industry. Patient welfare, health outcomes, medicines, scientific research, and innovation constitute central elements of the sector's public identity and organizational purpose. It is therefore reasonable that these priorities are strongly represented in formal corporate strategic statements.

The non-pharmaceutical group displayed a broader thematic distribution. Its statements showed relatively greater emphasis on customers, service, growth, leadership, sustainability, and other business priorities. This diversity may reflect the heterogeneous nature of the group, which includes corporations operating across multiple sectors with different stakeholder expectations and competitive environments.

The findings therefore suggest that industry specialization is more strongly reflected in what companies say than in how long their statements are.

9.4 Organizational Age and Strategic Orientation

The results did not indicate significant differences in statement length or thematic distribution between older and newer companies. This suggests that the broad structural and thematic characteristics examined in the study may not depend strongly on whether an organization was established before or after the sample median year.

The result should, however, be interpreted within the limitations of the median-split classification. Organizational age is inherently a continuous characteristic, and future research may examine whether gradual variation in actual company age is associated with differences in strategic communication.

10. THEORETICAL IMPLICATIONS

The study contributes to the analysis of corporate strategic communication by demonstrating the importance of examining both structural and thematic dimensions.

First, the results indicate that structural brevity may be broadly shared across global corporations. This suggests a degree of convergence in the way organizations formulate concise public expressions of strategic purpose.

Second, the study demonstrates that structural convergence does not imply substantive convergence. Pharmaceutical and non-pharmaceutical companies may use statements of similar length while emphasizing substantially different strategic themes.

Third, the findings highlight industry specialization as an important dimension in understanding corporate strategic identity. The pharmaceutical sector's emphasis on patient welfare, health, science, and innovation distinguishes its strategic language from that of the broader group of multinational enterprises.

Finally, the observed G7–BRICS difference suggests that institutional and economic context may also be relevant to the structural characteristics of strategic communication.

11. PRACTICAL IMPLICATIONS

The findings have several practical implications for managers, entrepreneurs, and corporate communication professionals.

First, the results suggest that effective strategic statements do not necessarily need to be lengthy. Across much of the sample, companies communicated their strategic priorities using relatively concise statements.

Second, organizations should ensure that the content of their strategic statements reflects their distinctive strategic identity. The pharmaceutical findings demonstrate the importance of aligning public strategic communication with the fundamental purpose and stakeholder priorities of the industry.

Third, startups and emerging organizations may benefit from examining the balance between conciseness and meaningful strategic content. A brief statement can communicate a clear strategic direction when its language reflects the organization's core purpose, capabilities, and intended impact.

The study also suggests that organizations should avoid assuming that a universally standardized mission or vision statement is appropriate for all sectors. The content should be sufficiently distinctive to communicate the organization's specific strategic orientation.

12. LIMITATIONS

The findings should be interpreted in the light of several limitations.

First, the study is based on a sample of 200 selected corporations and therefore does not represent all companies globally.

Second, the analysis relies on publicly available corporate statements. Such statements may be revised over time, and the findings reflect the statements available during the period of data collection.

Third, companies do not uniformly publish separate vision and mission statements. The study therefore used a priority-based selection rule, with vision statements selected where available and mission statements selected otherwise. Although this approach ensured one statement per company, vision and mission statements may differ conceptually.

Fourth, the geographic comparison was limited to companies classified as headquartered in America or Europe, while the economic grouping comparison was limited to G7 and BRICS companies. Organizations outside these categories were not included in the respective comparisons.

Fifth, thematic content analysis depends on the operational definitions and coding framework used to classify strategic themes. The interpretation of the thematic results should therefore be considered in relation to the specific classification procedure employed.

Sixth, the study adopted a comparative observational design. The reported relationships should not be interpreted as evidence of causal effects.

Finally, organizational age was categorized using a median split rather than analysed as a continuous variable. Future research may examine actual company age using correlation or multivariable modelling.

13. DIRECTIONS FOR FUTURE RESEARCH

Future research can extend the present study in several ways.

- a) Vision and mission statements may be analysed separately to examine whether their structural and thematic characteristics differ.
- b) Larger datasets may include corporations from additional regions and economic groupings.
- c) Longitudinal research may investigate how strategic statements change over time.
- d) Organizational age may be treated as a continuous variable.
- e) Regression or other multivariable techniques may be used to examine the simultaneous association of industry, age, geography, and institutional context with statement characteristics.
- f) Additional textual variables such as readability, linguistic complexity, sentiment, stakeholder orientation, and semantic similarity may be examined.
- g) Future studies may compare corporate vision and mission statements with annual reports, sustainability reports, CEO communications, and other forms of strategic communication.
- h) Further research may employ validated automated text-analysis methods or independent coding procedures to strengthen the reliability of thematic classification.

14. CONCLUSION

This study examined the structural and thematic characteristics of corporate strategic statements across 200 global corporations comprising pharmaceutical and non-pharmaceutical companies.

The results demonstrate substantial structural convergence. Statement length did not differ significantly between pharmaceutical and non-pharmaceutical companies, older and newer companies, or companies headquartered in America and Europe. In contrast, companies headquartered in G7 countries reported significantly longer strategic statements on average than companies headquartered in BRICS countries.

The thematic findings revealed clearer industry-based differentiation. Pharmaceutical companies demonstrated strong emphasis on Patient and Health and Innovation and Science, reflecting the sector's specialized orientation toward health outcomes, scientific capability, medicines, and innovation. Non-pharmaceutical companies demonstrated a broader strategic distribution, with greater representation of Customer and Service, Growth and Leadership, Sustainability and Ethics, and other themes.

The overall findings suggest that global corporations may converge in the structural brevity of their strategic statements while remaining differentiated in the substantive strategic priorities they communicate. Thus, statement length alone provides limited insight into organizational strategic identity. The thematic content of strategic communication offers a more meaningful basis for understanding how companies publicly articulate their purpose and priorities.

The study contributes a comparative framework for examining corporate strategic language across industries and institutional contexts. Further methodological refinement through complete statistical reporting, transparent documentation of thematic coding, and explicit reporting of analytical procedures can strengthen future research in this area.

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