Language Lens of Strategy and Beyond: Whorfian Hypothesis, Plurality of Language, and Strategic Communication

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Essay #1: Language Lens of Strategy (theoretical study)

Research Questions
- How to recognize a potential linguistic trap?
- How have strategy scholars treated language in research?

Linguistic Trap: Whorfian Hypothesis

Why problematic?
“Language controls thoughts”:
- Lack of empirical evidence
- Theoretical contradictions
- Outdated theory

Business research examples
- Introduce business articles that use Whorfian Hypothesis
- Demonstrate the academic critiques of these articles

Moving forward
- Neo-Whorfianism as the alternative theory in experimental psychology
- Be explicit about language assumptions

Two Language Assumptions in Strategy Research

<table>
<thead>
<tr>
<th>Language as a window</th>
<th>Language as an enabler</th>
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<tbody>
<tr>
<td>consider language objectively</td>
<td>consider language constructively</td>
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<td>knowledge of language (knowledge of the world as mediated by language)</td>
<td>knowledge through language</td>
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<tr>
<td>language as a method of capturing other things</td>
<td>language enacts reality as an enabler or constraint</td>
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<td>being representative (saying, expressive)</td>
<td>being performative (doing, instrumental)</td>
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<tr>
<td>objectivist epistemology</td>
<td>subjectivist epistemology</td>
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Conclusion
- Bring awareness of a linguistic trap (Whorfian Hypothesis) to the field of management
- Summarize two general assumptions in strategy research and their implications to the interpretations of results and theoretical development

Essay #2: Video-Based Analysis of Emerging Business (empirical study)

Research Questions
- How do firms incorporate written text, audio, and visual designs to communicate to public through live streaming videos?
- How does digitalization play a role in firms' impression management?

Data & Analysis

Data 1: Live streaming videos
Data 2: Live streaming videos
Data 3: Live streaming videos
Analysis: Video analysis through Python & R

Contribution
- Methodologically, to involve the cutting-edge video-based analysis to strategy research
- Theoretically, to advance understandings of strategic communication
- Practically, to help individuals and organizations to improve public image