**Supplementary File 2**

This supplementary file shows a complete breakdown of the analyzed clusters. Tables 1 to 6 show descriptive statistics concerning the ten words with higher association to each cluster.

**Table 1**

*Descriptive statistics – Cluster 1: Strategic management*

| **word** | ***f* TS** | ***f* total** | ***%*** | **X2** | ***p*** |
| --- | --- | --- | --- | --- | --- |
| year | 73 | 166 | 43.98 | 129.69 | < 0.0001 |
| strategy | 54 | 123 | 43.9 | 93.23 |
| planning | 36 | 72 | 50 | 77.16 |
| deadline | 15 | 24 | 62.5 | 45.7 |
| process | 28 | 66 | 42.42 | 43.69 |
| meeting | 7 | 7 | 100 | 41.82 |
| action | 31 | 82 | 37.8 | 38.21 |
| starting point | 13 | 24 | 54.17 | 31.24 |
| expose | 7 | 10 | 70 | 25.25 |
| study | 7 | 10 | 70 | 25.25 |

*Note*: a. *f* TS refers to the frequency of that word on the text segments classified in cluster 1. b. *f* total refers to the frequency of that word on all text segments of the textual *corpus*. c. % refers to the percentual value of *f* ST concerning *f* total.

**Table 2**

*Descriptive statistics – Cluster 2: Data gathering and control*

| **word** | ***f* TS** | ***f* total** | ***%*** | **X2** | ***p*** |
| --- | --- | --- | --- | --- | --- |
| information | 86 | 175 | 49.14 | 215.42 | < 0.0001 |
| system | 50 | 79 | 63.29 | 178.87 |
| área central | 35 | 48 | 72.92 | 151.89 |
| data | 41 | 67 | 61.19 | 138.3 |
| report | 24 | 34 | 70.59 | 98.58 |
| sale | 36 | 67 | 53.73 | 98.56 |
| access | 31 | 55 | 56.36 | 91.17 |
| purchase | 72 | 216 | 33.33 | 85.15 |
| follow-up | 16 | 19 | 84.21 | 83.71 |
| contact | 16 | 21 | 76.19 | 72.86 |

*Note*: a. *f* TS refers to the frequency of that word on the text segments classified in cluster 2. b. *f* total refers to the frequency of that word on all text segments of the textual *corpus*. c. % refers to the percentual value of *f* ST concerning *f* total.

**Table 3**

*Descriptive statistics – Cluster 3: Marketing and difficulties*

| **word** | ***f* TS** | ***f* total** | ***%*** | **X2** | ***p*** |
| --- | --- | --- | --- | --- | --- |
| customer | 119 | 155 | 76.77 | 238.13 | < 0.0001 |
| internet | 41 | 46 | 89.13 | 102.03 |
| product | 63 | 97 | 64.95 | 85.53 |
| price | 38 | 54 | 70.37 | 60.03 |
| business | 41 | 61 | 67.21 | 58.88 |
| market | 40 | 65 | 61.54 | 47.03 |
| competition | 20 | 23 | 86.96 | 47.0 |
| difficulty | 49 | 90 | 54.44 | 42.75 |
| auto parts | 12 | 12 | 100 | 35.77 |
| persona | 16 | 19 | 84.21 | 35.37 |

*Note*: a. *f* TS refers to the frequency of that word on the text segments classified in cluster 3. b. *f* total refers to the frequency of that word on all text segments of the textual *corpus*. c. % refers to the percentual value of *f* ST concerning *f* total.

**Table 4**

*Descriptive statistics – Cluster4: Governmental context*

| **word** | ***f* TS** | ***f* total** | ***%*** | **X2** | ***p*** |
| --- | --- | --- | --- | --- | --- |
| federation | 35 | 38 | 92.11 | 267.69 | < 0.0001 |
| representation | 21 | 25 | 84 | 141.75 |
| government | 15 | 16 | 93.75 | 115.9 |
| taxation | 11 | 11 | 100 | 91.88 |
| double taxation | 12 | 13 | 92.31 | 90.78 |
| law | 13 | 16 | 81.25 | 83.62 |
| politics/policy | 12 | 15 | 80 | 75.6 |
| distribution | 9 | 9 | 100 | 75.09 |
| national congress | 8 | 8 | 100 | 66.71 |
| bureaucracy | 9 | 10 | 90 | 65.82 |

*Note*: a. *f* TS refers to the frequency of that word on the text segments classified in cluster 4. b. *f* total refers to the frequency of that word on all text segments of the textual *corpus*. c. % refers to the percentual value of *f* ST concerning *f* total.

**Table 5**

*Descriptive statistics – Cluster 5: Governance: Rules and procedures*

| **word** | ***f* TS** | ***f* total** | ***%*** | **X2** | ***p*** |
| --- | --- | --- | --- | --- | --- |
| statute | 75 | 106 | 70.75 | 365.66 | < 0.0001 |
| document | 38 | 47 | 80.85 | 215.38 |
| monthly fee | 30 | 31 | 96.77 | 213.52 |
| discount | 30 | 32 | 93.75 | 205.07 |
| punishment | 34 | 45 | 75.56 | 175.49 |
| penalty | 22 | 23 | 95.65 | 153.57 |
| rule | 25 | 29 | 86.21 | 152.85 |
| procedure | 27 | 34 | 79.41 | 148.28 |
| clarity | 17 | 19 | 89.47 | 108.57 |
| incentive | 25 | 38 | 65.79 | 105.71 |

*Note*: a. *f* TS refers to the frequency of that word on the text segments classified in cluster 5. b. *f* total refers to the frequency of that word on all text segments of the textual *corpus*. c. % refers to the percentual value of *f* ST concerning *f* total.

**Table 6**

*Descriptive statistics – Cluster 6: Governance: Decision making process*

| **word** | ***f* TS** | ***f* total** | ***%*** | **X2** | ***p*** |
| --- | --- | --- | --- | --- | --- |
| board | 131 | 152 | 86.18 | 345.59 | < 0.0001 |
| manager | 89 | 103 | 86.41 | 229.23 |
| decision | 111 | 147 | 75.51 | 228.25 |
| president | 57 | 58 | 98.28 | 178.48 |
| convention | 68 | 94 | 72.34 | 124.56 |
| autonomy | 36 | 40 | 90 | 96.13 |
| session | 81 | 139 | 58.27 | 94.6 |
| office | 39 | 46 | 84.78 | 94.01 |
| team | 57 | 86 | 66.28 | 86.64 |
| employee | 46 | 65 | 70.77 | 79.28 |

*Note*: a. *f* TS refers to the frequency of that word on the text segments classified in cluster 6. b. *f* total refers to the frequency of that word on all text segments of the textual *corpus*. c. % refers to the percentual value of *f* ST concerning *f* total.