Prof. Amir Goldberg, Stanford Graduate School of Business

**Title:** Enculturation Trajectories: Language, Cultural Adaptation, and Individual Outcomes in Organizations

**Abstract:** Culture is among the least understood and poorly measured concepts in the social sciences. Recent computational advances and the availability of large scale user-generated data open new opportunities for the study of culture. In this talk, I will review a set of studies, with multiple collaborators, that use computational linguistics as a means to measure cultural distance between individuals and groups. Drawing on organizational communication, we develop measures of individual cultural fit and organizational cultural strength and variation. Our measures predict individual outcomes, including voluntary and involuntary departures; bring new insights into the role of network position and dynamics for individual success in firms; and are related to firm profitability and innovative output.