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Research Question 1:

How effectively can natural language processing techniques be employed to analyze research articles from universities and assess their alignment with multiple United Nations Sustainable Development Goals (SDGs), specifically goals 6, 7, 9, 11, 12, 13, 14, and 15, and how can this analysis be utilized to enhance decision-making for policymakers, researchers, and students interested in sustainability initiatives within the United States?

The significance of this research lies in several key areas:

Assessing University Contributions to Sustainable Development: By analyzing research articles from universities, this research aims to evaluate the extent to which universities are contributing to addressing various Sustainable Development Goals (SDGs) set forth by the United Nations. Understanding this contribution is crucial for assessing the role of universities in tackling societal challenges and advancing sustainability agendas.

Identifying Research Gaps and Hotspots: The research intends to identify areas where universities are particularly active in addressing specific SDGs. This information can help policymakers, researchers, and students identify research gaps and hotspots, enabling them to focus resources and efforts where they are most needed or where opportunities for collaboration and innovation exist.

Enhancing Decision-Making: The development of a dashboard tool to visualize research outputs related to SDGs can facilitate decision-making processes. Policymakers can use this tool to identify research trends and prioritize funding for initiatives aligned with SDGs. Similarly, researchers and students can use the tool to identify potential areas of research interest or collaboration.

Methodological Innovation: The research employs natural language processing (NLP) techniques to analyze a large volume of research articles efficiently. This methodological approach not only enables the examination of a broad range of SDGs but also provides insights into the effectiveness of NLP in analyzing complex and diverse textual data.

Contribution to Sustainable Development Discourse: By shedding light on the alignment between university research and SDGs, this research contributes to the ongoing discourse on sustainable development. It provides empirical evidence of universities' contributions to addressing societal challenges and underscores the importance of academic institutions in advancing sustainability.

Overall, this research has implications for academia, policymaking, and sustainable development practice, offering insights into the role of universities in addressing global challenges and informing strategies for fostering sustainability.

Research Question 2:

Conservative pundits often bemoan liberal corporate activism and warn companies that *if you go woke, you go broke.* Can an analysis of conservative corporate activist organization 2ndVote's company scoring system provide insight into the validity of this claim? By giving scores between 1 and 5 that indicate whether a company is strongly liberal, slightly liberal, neutral, slightly conservative, or strongly conservative, 2ndVote categorizes companies that can then be grouped into proxy portfolios for those categories. Will running Fama-French three-factor analyses on these proxy portfolios give insight into whether "wokeness" has any bearing on the financial performance of a company?

The significance of your proposed research lies in its potential to contribute to several important areas:

Understanding the Impact of Corporate Activism: By investigating the relationship between corporate activism, as measured by 2ndVote's scoring system, and financial performance, your research can shed light on whether companies' social and political stances affect their bottom line. This insight is crucial for businesses seeking to navigate the increasingly politicized landscape of consumer preferences and investor expectations.

Informing Corporate Strategy: Your findings could inform corporate decision-making regarding the alignment of business practices with societal and political values. Companies may reassess their approach to activism and corporate social responsibility initiatives based on empirical evidence of their impact on financial performance.

Policy Implications: The findings of your research could have implications for policymakers and regulators interested in the role of corporations in shaping social and political discourse. Understanding how corporate activism influences financial performance may inform discussions around corporate governance, disclosure requirements, and regulatory oversight.

Overall, this research has the potential to provide valuable insights that can inform strategic decision-making by businesses, investors, policymakers, and academics, contributing to a deeper understanding of the complex relationship between corporate activism and financial performance in today's marketplace.