

A3_Section1_Friday_Yusuf

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Overview

Online reviews are powerful tools that portray the opinion of customers/ clients. They play a major role enabling people understand the factors that are most important to their reviewers. They also capture the extent of consumer satisfaction in each factor. These kinds of reviews send useful and critical information to readers, such as business managers and customers (Guo & Barnes 2017). Business managers use online reviews to understand market responses, how satisfied or dissatisfied people are with their products and services (Mudambi & Schuff 2010). Online reviews also can help customers avoid uncertainty before making purchasing decisions (Mudambi & Schuff 2010).

Despite the importance of online reviews, previous studies have mostly focused on analysing the service or product satisfaction of external customers from online consumer reviews. Not many studies have analysed the job satisfaction of internal customers, which are the employees (Abraham et al 2015; Duan, Gu, Whinston 2008). Job satisfaction has been closely linked to employee motivation, absenteeism, performance and turnover (Huselid 1995; Luo et al. 2016). A high level of job satisfaction by employees is key to achieving a competitive advantage. Online reviews containing specific things that employees like or dislike about their companies, can help identify factors contribute to employee job satisfaction and analysing employees' perceptions about these factors. Human resources (HR) managers use employees' online reviews to get more insight into employee satisfaction, recruitment, turnover, and retention (Lengnick-Hall & Lengnick-Hall 1988). This information is used to rectify instances of employee dissatisfaction, which is a key aspect of effective HR.

Although, the volume of data collected from online employee reviews poses the possibility for many interesting insights, it also constitutes a problem. This is because human resources

departments are usually not equipped with analytics tools to process Big Data (Davenport et al. 2010). Previous reviews on human resource management found that very few papers discussed textual data. Many attempts have been made by researchers and businesses to mine reviews for valuable knowledge via text mining approaches. Traditional methods of data mining have proved very challenging, which led to the creation of a specialist web crawler to provide raw data by directly crawling and analysing sites. A web crawler is a program or set of programs that can continuously and automatically download web pages, extract URLs from their HTML and fetch them (Ivancevich, Konopaske, Defrank 2003). The use of these automated programs to mine large numbers of online reviews has helped overcome some of the limitations of traditional survey methods such as MSQ, JDI, JSS, JDS (Weiss, Dawis & England 1967; Smith, Kendall & Hulin 1969) which have been commonly used to measure job satisfaction (Lee & Kang 2017; Luo et al. 2016).

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of accounting and has approximately 245,000 employees in 150 countries and territories providing high quality services (Deloitte 2021). Deloitte is the dream job of many people, as it is assumed that the company's culture is good for employee retention. This study assesses the employees' review for Deloitte using web crawler and natural language processor (NLP). It also identifies the common words that have been used by employees when providing reviews and the reasons why some employees have given Deloitte a bad or good review.

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