stamolampros_2020_harnessing_the_wisdom_of_employees_from_online_reviews

Year

2020

Author(s)

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Title

Harnessing the "Wisdom of Employees" from Online Reviews

Venue

Annals of Tourism Research

Topic labeling

Manual

Focus

Secondary

Type of contribution

Established approach

Underlying technique

Manual labeling

Topic labeling parameters

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Label generation

two experts in human resource management, and organizational behavior were recruited to help on topic labeling, using the top loading words and representative reviews of each topic.

Table 1: Topic Solution

Topic #	Topic Label	Prop. (%)	Top 7 Frex Words
1	Employee Treatment	12.52	stop, hire, respect, actually, everyone, people, professional
2	Better Payment	12.17	pay, better, wage, crew, employee, long, member
3	Improve Customer Service	12.03	sure, customer, service, happy, make, good, food
4	Management Structure	11.96	store, manager, upper, management, corporate, position, location
5	Communication	10.18	great, communication, advice, job, need, please, continue
6	Reward Performance	9.15	worker, hard, raise, life, little, much, one
7	Scheduling	8.49	hour, shift, day, schedule, week, time, enough
8	Improve Culture	8.28	culture, team, thing, focus, leader, many, way
9	Care for Staff	7.72	care, staff, guest, experience, place, line, front
10	Training and Turnover Rate	7.49	training, high, turnover, person, new, get, someone

Motivation

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Topic modeling

STM

Topic modeling parameters

Nr of topics estimated via (a) Held-out likelihood (b) Exclusivity of words to the topic and (c)

Semantic coherence of the topic structure

Nr. of topics

10

Label

Manually assigned single or multi word labels

Label selection

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Label quality evaluation

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Assessors

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Domain

Paper: Tourism and Hospitality

Dataset: Tourism and Hospitality

Problem statement

In this research note, we advocate the use of online employee reviews as an alternative source of information that can be exploited to extract useful insights for managerial practice. The advent of employee review platforms also offers research opportunities that extend the typical online reviews perspective of customer service evaluations. Established practices for measuring employee feedback

rely heavily on measurement scales or other forms of *employee voice* channels which are orchestrated and sometimes sanctioned by the organization (Miles & Mangold, 2014). That kind of information requires primary data collection which is costly and time-consuming, encompassing only a limited pool of current employees who opt to participate.

Corpus

Origin: Glassdoor

Nr. of documents: 289,921

Details:

- employee reviews from tourism and hospitality firms from Glassdoor for the period between 2008 and 2017
- employee reviews from 11,597 US tourism and hospitality firms

Document

textual content of employee reviews

Pre-processing

- word text tokenization
- elimination of numbers and punctuation marks
- removal of stop words, as well as context-specific words such as company names and words attributed to job roles
- part-of-speech (POS) tagging
- lemmatisation

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