

Firm and User Generated Content in the Digital Economy: Key Players, Management and Impact

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Minitrack Description

The Minitrack Content (FGC/UGC) in the Digital Economy takes into account the communication shift from traditional one-way to two-way communication, with content being a means to earn trust with consumers. Content creation by companies is referred to as firm-generated content (FGC) or producer-generated content (PGC). User-generated content (UGC) also termed consumer-generated content (CGC) is voluntarily “created by the general public” and does not necessarily follow financial interests (Arnhold 2010, p. 33). Consumers consult UGC and FCG as a source of inspiration when making purchasing decisions. Source criteria, media format, valence as well as depth and breadth impact the helpfulness and credibility of content. From a business perspective UGC plays an important role in the customer journey, influencing purchasing decisions, raising brand awareness, brand loyalty as well as perceived quality.

Papers in Minitrack

Effectiveness of Online Consumer Product Review: The Role of Experiential Information Jaebong Son, Dan J. Kim, Chang E. Koh

Product reviews as consumer-generated information have drawn great attention from researchers and practitioners. A substantial academic effort has been made to comprehend factors influencing the helpfulness of reviews, largely centering on a few quantitative factors (e.g., star rating, review length). However, research investigating qualitative aspects of product reviews still lags, though product reviews consist mainly of peer consumers’ experiences and

opinions. In this study, we use the smartphone reviews to investigate consumers’ experiences and opinions in relation to review helpfulness. By statistical analysis, we demonstrate that consumers’ experiential information plays a significant role to make product reviews helpful. We furnish additional evidence of the statistical results by predictive analytics. Our findings suggest that consumers’ experiential information conveys meaningful implication to better understand the nature of product reviews. Therefore, this study contributes to the extant literature of e-commerce and to practitioners to utilize the consumer reviews of their products.

Does Employer Brand Matter: An Empirical Study on Online Job Reviews, Social Media Usage and Firm Performance

Lorin Hitt, Fujie Jin, Bowen Lou

We examine how employee-contributed job reviews and firm-managed social media posts jointly build up “employer brand” as an intangible asset and influence market valuation. Using large-scale data of job reviews, social media posts and firm performance, we study how employer brand can create value distinct from overall corporate (consumer) branding. We find that more positive job ratings are associated with higher firm market value, particularly in labor-intensive industries and especially for positions which are harder to replace and have higher employee mobility. In addition, firms can respond and complement this effect by posting more employee-related content on their social media pages. Overall, our results suggest that firms should have coordinated strategies across digital platforms, presenting a consistent employer brand, to maximize their market valuation.

Online Employer Reviews as a Data Source: A Systematic Literature Review

Christoph E. Höllig

Employees generate a rich source of information by publishing employer reviews online. However, researchers seeking to harness employer review data face an elusive body of research to build on. Therefore, I present a systematic, multidisciplinary literature review, presenting the information obtained from employer reviews, the research topics covered, and the data sources used. My analysis of 28 peer-reviewed journal articles shows that studies extract insider knowledge, information on employee satisfaction and changes in employee satisfaction, insights into workplace culture, and linguistic style from employer reviews. Studies do so to predict firm performance, to explore employee satisfaction factors, and to uncover the linguistic style of employer reviews. Glassdoor is the primary data source used. Finally, I identify five avenues for further research.

Investigating the Effect of Multidimensional Review Text and Anonymity on Review Helpfulness: An Empirical Investigation in the Context of Employer Review Sites

Pubali Mukherjee, Srikanth Parameswaran, Rohit Valecha

Employer review sites have grown popular over the last few years, with 86 percent of job seekers referring to reviews in these sites before applying to job positions. Though review helpfulness is studied in various contexts, it has received limited attention in the employee review context. In an attempt to solicit unbiased reviews, these sites allow an option of keeping reviewer information anonymous. Besides, these sites provide review text in multiple dimensions. We investigate review helpfulness focusing on the anonymity of the reviewers, and the role of review text in multiple dimensions. We use a publicly available Glassdoor dataset to model review helpfulness using a Tobit regression. The results show that anonymity and review length in multiple dimensions of review text positively impact review helpfulness. Moreover, anonymity positively moderates the review length in the cons section.