

Doctoral Dissertation Thesis Review

Title: E-service Quality Measurement from Customers' Point of View

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The presented doctoral dissertation thesis “E-service Quality Measurement from Customers' Point of View” focuses on the topic of opinion mining, which is undoubtedly actual and relevant in the current challenging world of digital economy.

The goal of the thesis is to find how can consumers' feedback imply digital service quality, specifically how can consumers' feedback sentiment and emotionality imply service quality, how can be sentiment and emotionality extracted from consumers' feedback and what is the interplay between structured and unstructured consumers' feedback (p. 7 and 8). In my opinion, this goal is set in a clear and appropriate manner and it is consistent with the thesis structure as well as outputs.

The thesis has a logical structure. In the second and third chapters, the author submitted a review of academic literature in the field of service quality measurement and opinion mining. The fourth and fifth chapter represent two case studies: one of online banking service and one of call service online feedback. Finally yet importantly, the sixth chapter contains a qualitative study of online reviews.

The literature review sets appropriately the theoretical background of the thesis. The author summarized a large number of academic papers focused on the studied issue, which I highly appreciate. Among others, he describes the service quality models, specifics of these models in the case of e-services and methods used to measure service quality. Furthermore, the author processed the academic literature in the field opinion mining, with accent on measurement of sentiment and emotionality. Both chapters 2 and 3 are elaborated on a very high level.

As for the empirical research, the author realized two case studies, which present a practical application of opinion mining on an online banking service (chapter 4) as well as on a call service (chapter 5). Again, both case studies have a very high standard and demonstrate high professional level of the author. The first case study includes sentiment analysis of 2 430 full

text contributions. The second one used 10 000 survey customer responses, focusing on emotional feedback of customers (classified according to Robert Plutchik). This case study seems to be the first one that investigated emotionality of service feedback, which further underlines the contribution of the author.

The author adds one more study in the sixth chapter, which focuses on the relation of review rating and review body. In this case, the author preferred qualitative approach. He collected data from 30 students about how they perceived the university information system. Even this study brings many interesting insights and may be perceived as new and enriching.

As for the formal aspects, the thesis is written carefully and fully meets the requirements of a similar type of works.

To summarize my review, in my opinion, the author fulfilled his goals. The thesis is an interesting and challenging contribution to the field of service quality diagnosis and opinion mining techniques. From theoretical point of view, this thesis is an inspirational work, which enriches the current state of knowledge. From practical point of view, this thesis can be used by companies and other organizations as a guide for analyzing customer-generated online service feedback.

The author proved in this thesis academic maturity as well as ability to convert his academic knowledge into practice. Therefore, **I recommend this doctoral dissertation thesis for the defense.**

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