



MQA/SWA0717 MBA  
MQA/SWA0716 DBA  
MQA/SWA0715 PhD



RHB-UKM ENDOWMENT FUND

# RHB-UKM WEBINAR

## What Makes a Customer Review Helpful?

Synopsis: "What Makes a Customer Review Helpful?" – Customer reviews abound in both online and offline worlds. But what makes a review more or less helpful to other customers? To answer this question, we applied rigorous text analytics methods on thousands of reviews of hotels on TripAdvisor. This presentation will cover our findings on the structure of information in customer reviews and how that informational structure systematically affects the helpfulness of the review. The findings provide insights on the helpfulness of word-of-mouth to customers and can also help businesses decide on which customer testimonials to display (and not display) on their marketing materials.



RHB-UKM Endowment Chair Holder

**Prof. Dr. Ujwal Kayande**

Director of The Centre for Business Analytics  
Melbourne Business School

Date:

**10<sup>th</sup> November 2021**

Time :

**10.30 AM - 12 PM (KL Time)  
1.30 PM - 3.00 PM (MEL Time)**

Platform:

**ZOOM**

### Payment Methods

A total of RM50.00 will be charged as the registration fee for non-UKM participants  
Payment can be made via Online Internet Banking or ATM/CDM Fund Transfer:

**CIMB Bank Account No.  
8002240869**

**(Universiti Kebangsaan Malaysia)**

\*Kindly email your proof of payment and details (Name, I.C/Passport No. & Programme Title) to shahmie@ukm.edu.my

\*Certificate of attendance will be provided

\*Espel will be recorded for UKM Staff

### Registration Form

Non-UKM Participants



<https://forms.gle/RP9RA7QoXQPwuwaH8>

RHB/UKM Participants



<https://forms.gle/dLcghafPgfkEbaEe6>

### Contact Person For Registration

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