ITERATIVE MINING AND EVALUATION OF DIGITAL EMPLOYER REVIEWS

Keywords: Text Mining, Linguistic Inquiry and Word Count, Employer Branding, Data Science

Yathos (https://www.yathos.de/) is a Munich-based startup focused in system design and software engineering. The company was founded in 2012 as a spin-off from a university project in cooperation with TUM and Munich airport. Currently the Chair for Strategy & Organization is developing together and under the guidance yathos a web-based software solution for employer branding in the frame of an ongoing research project.

Nowadays, applicants thoroughly inform themselves about their potential employer via blogs, social media or forums. On this way, applicants learn about their potential employer's instrumental and symbolic factors such as expected leadership behavior or payment i.e. about a company's employer brand. Especially small and medium sized companies neither have the knowledge nor the resources to present themselves as an attractive employer. To this background, there is a need to develop and use elaborate tools to (1) evaluate their online employer reputation and attractiveness and to (2) steer crowd behavior into the right direction to enhance their brand as attractive employer.

GOALS.
Some of the software's key requirements are:

- Iteratively Crawling / Scrapping various social media platforms, blogs, news sites & forums
- Mining gathered text data based on dictionary- and machine-learning based approaches
- Presentation and monitoring of the processed data in a fast and easy web application

![Web-based software solution for Digital Employer Branding](image-url)
PROFILE.
The project will build upon given software- and data structures. In total, we will build three teams consisting of 3 students working self-sufficiently and guided by yathos:

FRONTEND.

*Development of a Single Page Application based on a REST Interface drawing data from the database and presenting the processed data.*

UX Designer:
- Experience with UI/UX design
- Experience with Kanban / Scrum
- Knowledge in HTML5, CSS3, Angular 2, Type Script and Bootstrap

Developer RESTful interface
- Experience with Kanban / Scrum
- Knowledge in Angular 2, RESTful APIs, TypeScript, Java / JavaEE, Jax-RS, CDI, SLF4J, Junit, Mockito, Maven 3
- Knowledge in WebSockets is a plus

CORE.

*Further development of crawler and analysis components. Development of the service layer providing middleware between database and frontend.*

Developer Core:
- Experience with Kanban / Scrum
- Knowledge Java / JavaEE, EJB (Stateless Session Beans / Singleton Beans), JPA, MySQL / MariaDB, CDI, JMS, SLF4J, Junit, Mockito, Maven 3
- Knowledge in Neo4j is a plus

RECOMMENDER.

*Development of a recommender system based on gathered and processed data.*

Developer Recommender:
- Experience with Kanban / Scrum
- Knowledge Java / JavaEE, EJB (Singleton Beans), CDI, SLF4J, Junit, Mockito, Maven 3
- Knowledge with recommender system libraries is a plus

We are looking for independent, method-driven and creative applicants with an entrepreneurial mindset that is eager to work in a startup-like work environment.

CONTACT.
Any interested student, please send your application together with your CV and transcripts of records (both in Bachelor and Master study programs) as ONE pdf-file to Eric Zimmerling (eric.zimmerling@tum.de) or directly to the startup (info@yathos.de). Further, indicate which IDP position you are interested in.