Abstract

Corporate culture is essential to a business's success in the digital age since it shapes the conventions, values, knowledge, and habits of its workforce. A strong corporate culture influences employees attitudes and behaviors and offers clear guidance, which aids in the company's goal-achieving. This study examines the significance of corporate culture text classification using a deep learning model that makes use of Convolutional Neural Networks (CNN). The data is split up into 20% for testing and 80% for training using TF-IDF feature extraction. Comparing the CNN with the TF-IDF feature extraction method against the Long Short-Term Memory (LSTM) and Support Vector Machine (SVM) approaches, the findings demonstrate that CNN has the highest label integrity accuracy of 0.974. CNN outperformed LSTM and SVM, which obtained an accuracy of 0.967 and 0.902 on the integrity label, respectively, according to the results. CNN obtained the greatest accuracy of 0.974 on the integrity label. Furthermore, CNN scored 0.891 on the excellence label, outperforming LSTM at 0.857 and SVM at 0.879 in accuracy. This proves the model's suitability for text classification as well as its applicability in corporate culture study.

Keywords: text classification; corporate culture; employee performance; CNN; TF-IDF