EMOTIONAL LABOUR: A PROCESS OF SELF-DECEPTION ON THE WELL BEING OF SERVICE WORKERS

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ABSTRACT:
The characteristics, beliefs and attitude of employees have changed dramatically over the past several decades, largely in responds to the social trends, rapid advances in technology and organisational restructuring. During service interactions, service employees express socially and naturally desired emotions as part of their job roles, which is an effective form of emotional labour. Emotional Labour is the: ‘management of feelings to create a publically observable facial and bodily display’ requiring one ‘to induce or suppress feeling in order to sustain the outward countenance that produces the proper state of mind in others’ (Hochschild, 1983). Emotional labour has gained prominence and is becoming an active process that affects the behaviour of employees. Based on literature, this paper addresses on propositions which explores the influence of emotional display during service interaction on the well-being of employees and also elaborates the importance of display of positive and negative emotions by service employees.

KEY WORDS: Display Rules, Emotional Labour, Emotional regulation, Self-deception, Service employees, Well-being.