

Consequences of Emotional Labor in Health Sector of Pakistan

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Abstract

Specific considerations have been provided to the emotional elements of job especially concerning the people who are working in health care centers. The purpose of this study is to examine the role of emotional labor towards employees' burnout with concentrating on the mediating role of job stress. Present study tried to explore the degree to which the emotional labor tactics result in burnout for representatives who directly deal with patients. Study is descriptive, quantitative and longitudinal in nature. Therefore, data have been collected two times from same respondents by applying simple random sampling technique. Data were collected by nurse practitioners and also medical professionals regarding staffs from the private and government hospitals located in Gujranwala.

Study findings highlighted the negative consequences of emotional labor strategies such as job stress and burnout. Results also divulged that emotional labor strategies (attentiveness, variety, frequency and emotional dissonance) have significant and positive association with employees' burnout. Moreover, findings also identified that job stress also significantly mediates the relationship between emotional labor and burnout.

Key words: Emotional Labor, Frequency, Attentiveness, Variety, Emotional Dissonance, Job Stress, Burnout.

Introduction

A patient within health and fitness sectors has been evaluated as the client. In this scenario, the quality and excellence of the service furnished in this field, level of customer loyalty and satisfaction and the ability or potential to understand to their propose become feasible and attainable just through the performance given by the employees of this sector which are used to have face to face relationship with patients to whom they are giving the services. Because of the significance of the natural emotions in this process the health sector expected from the employees to exhibit these emotions and keep the client's satisfaction and loyalty at maximum level. Now a days the emotions have gained the economic value and have become concrete product. The ways to manage and control the emotions in professional or business life and in private life are different from each other. In last few years due to fast and rapid growth of health segments, the conception of "emotional labor " has gained the attention as the vital and most popular element of workers in health service. The emotional display by health professional can make an increase in the patient turnover as well as it can create a positive impact on the attitude of patient. Due to this factor the health care centers desired from their employees to have moderate emotions. In particular strong unfavorable people or even 'abandon all of them home.

The researchers suggest that the employees of health sectors must modify their face emulates, gesture of body and pitch of voice as indicated by the circumstances. It is found in different studies that the emotional labor has positive as well as negative consequences but it change in line with the situation. It is found that variety, emotional dissonance and attentiveness directly increase the job stress and indirectly increase the burnout but the frequency could not be found to having any positive or negative affect and this study will lead to show the relationship of frequency as well as add to enhanced comprehension of positive or negative both consequences of attentiveness, emotional dissonance and variety in the research of emotional labor in health sector. Furthermore this study is conducted in Gujranwala city in order to check the emotional labor's consequences on employees of health sector in Gujranwala city.

A very large number of studies and research has been done on this topic by numerous researchers but mostly these studies and reports were in European context. Few studies have been done throughout Pakistani circumstance. In current research job stress is considered as the mediator between frequency, variety, attentiveness, emotional dissonance, and burnout in health sector. The way in which theories are building regarding mental toil or emotional labor in health care sector within English speaking world without conceding the world wide context, brings up number of questions. Like whether there are cultural dissimilarities in the requirements of emotional labor, or the way of performing them. Current study can contribute in order to enhance the understanding regarding emotional labor in health care sector, and ultimately it will help improve the efficiency. The basic purpose of this study is to explore the relationship between the four dimensions of emotional labor and job burnout through considering the mediating function associated with job stress within health sector.

Literature review

Emotional labor

Morris and Feldman (1996) characterized emotional labor as arranged and controlled push to express authoritatively fancied feelings amid interpersonal exchange. The analysts' emphasis on organizational dreams of feelings for representatives of their collaboration with the clients and the internal anxiety experienced amid exhibit of discrepant feelings from their real emotions. They distinguished four measurements of emotional labor which qualities of occupation

- a) Frequency of interaction;
- b) Attentiveness (intensity of emotions, duration of interaction);
- c) Variety of emotions required; and
- d) Emotional dissonance

Wharton & Erickson (1993) summed up emotional labor as a theme that has gained significant consideration from scientists since Arlie Hochschild's (1983) early take a shot at the idea. While much of the exploration has fixated on the private administration segment, there is additionally look into on emotional labor in the procurement of open administrations (Robson & Bailey, 2009), incorporating some late studies with an unambiguous attention on emotional labor from the point of view of open organization (Guy, Newman, & Mastracci, 2008; Hsieh, Jin, & Guy, 2012). Emotional labor has been analyzed from the viewpoint that it is an organizational conduct which includes the engagement of feelings or acting (Guy et al., 2008; Jin & Guy, 2009). In spite of the fact that they contribute altogether to our comprehension of emotional labor in broad organization as well as all the more for the most part, these studies let us know less about the impacts of emotional labor as an emotional state (i.e., passionate discord) or about applicable situational elements (i.e., recurrence, mindfulness, and mixed bag of emotional labor). Then again, these elements have been explored from other disciplinary points of view (Picardo, López-Fernández, & Hervás, 2013; Yanchus, Eby, Lance, & Drollinger, 2010).

Frequency connected with emotional display continues to be essentially the most screened portion connected with emotional labor; earlier research, in reality, devoted to the actual rate of recurrence connected with discussion in between companies and buyers as the important aspect along which usually careers could be arrayed with regards to emotional labor. This idea continues to be in which stakeholders (customers or clients) are usually more likely to do business with a company when the affective provides connected with loving, confidence, and value happen to be set up through staff conduct (Wharton & Erickson, 1993). In addition recurrence of emotional labor is a vital pointer of emotions. Furthermore frequency is involved with just how often a worker is needed to exhibit socially correct emotions. This varying can be used in order to probe just how much time staff commits and just how regularly they must deal with their particular feelings to achieve the position performed. An example piece can be "I generally obscure our emotions when handling the population.

Attentiveness analyzes how much consideration employees have for presenting acceptable thoughts. This kind of variable involves the two aspects duration and high intensity associated with mental presence (Morris & Feldman, 1996). In addition it was added that yet another dimension involving emotional toil can be the amount of attentiveness to show off regulations essential because of the work. The greater attentiveness to show off regulations essential, the greater subconscious energy and also physical effort the particular assistance work will probably require coming from employees and hence the greater "labor" emotional shows will probably include. Attentiveness to show off regulations essential is made of the length involving emotional show as well as the depth involving emotional show.

Emotional displays through the associations have been described as positive, nonpartisan, or negative inside nature (Wharton & Erickson, 1993). Positive emotions display is gone for expanding obligations of enjoying between representatives and the clients; displays guidelines underscoring enthusiastic lack of bias are utilized to pass on impartial power and status; negative displaying guidelines accentuating resentment and antagonistic vibe regularly are utilized to scare then again stifle customers (e.g., bouncers). As summed up by Sutton (1991) given the dynamic way of numerous administration experiences, it is not astonishing to find that diverse arrangements of word related and hierarchical presentation principles are now and again used as the requests of a given exchange change. For instance, sales representatives may be urged to give individualized consideration regarding clients when business is moderate, and they might be urged to accelerate exchanges as the quantity of clients holding up in line increments or as it nears shutting time (Leidner, 1989; Rafaeli, 1989).

Work connections are ordinarily guided by standards. The association sets up guidelines (formally and casually) to guide specialist conduct, including social connections. There are numerous social connections that oblige representatives to deal with their feelings keeping in mind the end goal to satisfy their endorsed parts. The necessity to show particular feelings before clients, customers, patients, and so forth furthermore, deal with one's feelings to accomplish the required display, is conceptualized as passionate work or emotional work and it is conceivable that numerous feelings appeared amid cooperation are truth be told not felt, but rather "acted" by workers. At the point when a representative is required to show a feeling that is not truly felt we allude to it as enthusiastic discord (Hochschild, 1983; Grandey, 2000; Zapf, 2002).

In an investigation of aircraft faculty, Heuven and Bakker (2010) found that the cooperation of emotional dissonance brought about misrepresented levels of enthusiastic depletion and depersonalization along with enthusiastic disharmony was a more vital indicator of burnout than employment control or whatever other occupation requests. Their "theoretical emotional dissonance model" proposes that emotional dissonance, employment control, and occupation requests together prompt depletion and after that to depersonalization (Heuven & Bakker, 2010). Gallina (2010) summed up that laborers portrayed themselves as "Double nationals" on the grounds that they needed to adjust the association's needs with the requirements of the customer and needed to utilize passionate work to evade the subjective

dissonance that happened as a consequence of these cramps or limitations to giving whatever they felt was genuine social work. Debono (2013) explored that in lighting of the ongoing and modern monetary circumstance in Ontario; this may turn into a greater issue for employees. While the youngster welfare administrations in Ontario are not-revenue driven and supported by the provincial government, currently there have been several substantial budget reductions that have led to diminished staffing and services. Individuals' staff that integrated the actual valuations in the corporation to their very own identities may have got less dissonance. The amount in which a new technician senses emotional dissonance might be dependent on how significant it can be to enable them to be traditional (Pugh et. ing, 2011) as well as the actual degree in order to which the particular person trust that social work has any kind of effect (Stalker et. ing 2007). Quite simply, a new technician may experience far more emotional dissonance any time the individual identifies, and is particularly worried simply by, the actual hole between what exactly they're experience as well as what exactly they're presenting towards buyer.

Burnout

Burnout was pushed aside as an important theme pertaining to examine and analyze. It is regarded as careless and even more the product or service of unusual theorizing from the common behaviorism of the time. Seeing that period and analysis possess moved on, understanding burnout and relevancy across procedures has gained worldwide consideration, as explained by (Maslach, 2003). Templeton and Satcher (2007) has argued in his study that burnt out working staff possess increased rates involving absenteeism, lower efficiency, supply inadequate client solutions, are usually unsuccessful, and may even ultimately search for additional work. (Satcher Templeton &, 2007). Maslach, Schaufeli, and Leiter (2001) stated that burnout can be recognized by delayed depletion, skepticism, or wastefulness as a reaction to incessant passionate and interpersonal stressors at work.

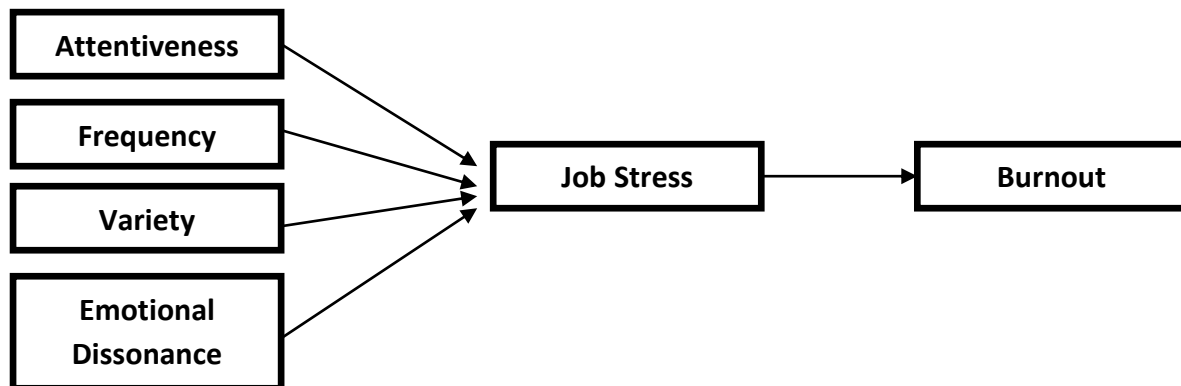
Emotional Labor, Job Stress & Burnout

Large degrees of work pressure, job stress or employment anxiety has long been thought to have bad and negative effects for people and employees along with organizations. Though studies have realized emotional dissonance being the antecedent associated with employment stress. (Karimi& Couper, Farrell Donohue, Leggat,2014;Tewksbury& Higgins, 2006). Furthermore S.G. Kim (2009) documented the actual impression regarding these components of emotional labor.

According to a study burnout gives you some basic characteristics together with stress; however they are with distinctive ideas. Actually burnout can be distinguished by means of continuous exhaustion as well as inefficiency as a reaction towards persistent emotional stress on job and therefore can result in long haul stress (Maslach, Schaufeli, & Leiter, 2001). Lewig& Dollard (2003) explored that the several studies get that emotional dissonance increases emotional exhaustion. Furthermore as argued by the Lee and Kim (2011) and S.G (2009) that connection and link has been investigated by Korean scientific studies associated with emotional labor, which have observed it (job stress) to be a precursor of emotional exhaustion.

Rate of frequency has substantial and significant effect (S.G. Kim, 2009). High and excessive emotive needs in addition to substantial role-conflicts experienced an effect about most several proportions involving burnout (Zapf, 2002). Maslach and Jackson (1982) proposed that the interpersonal setting of the employment suggested, from the earliest starting point, burnout was considered not as an individual anxiety reaction, but rather as far as an individual's social exchanges in the working environment and centered consideration on the singular's feelings, and on the intentions and qualities fundamental his or her work with beneficiaries.Schaubroeck and Jones (2000) examined in his study that it has a beneficial outcome with regard to the requirement to show positive feelings. But on the other hand A few creators suggested that these necessities have negative wellbeing impacts (Morris & Feldman, 1996; Hochschild, 1983).

Theoretical Framework



Hypotheses

H1: There is positive and significant relationship between frequency and burnout.

H2: There is positive and significant relationship between attentiveness and burnout.

H3: There is positive and significant relationship between variety and burnout.

H4: There is positive and significant relationship between emotional dissonance and burnout.

H5: Job stress positively and significantly mediates the relationship of frequency and burnout.

H6: Job stress positively and significantly mediates the relationship of attentiveness and burnout.

H7: Job stress positively and significantly mediates the relationship of variety and burnout.

H8: Job stress positively and significantly mediates the relationship of emotional dissonance and burnout.

Methodology

The fundamental goal of this study is to find the effects of four dimensions of emotional labor which are frequency, attentiveness, variety, and emotional dissonance, on the job burnout by having the job stress as mediator. This study is quantitative and descriptive.

Questioner design

All the scales used in the study were adopted from previous studies. There were two parts of questionnaire. The 1st segment relates to the individual profile or accounts of respondents. This section was including the age group, nature of employment, gender, nature of the employment and education level. Second section manage the under research variables.

Sampling

In order to collect the data we select the nursing staff and doctors in Gujranwala as our population. As concern to sample size we select the thumb rule which was introduced by the Hair et al (2010). So by utilizing this method sample size for this study was 180 but the valid responses were 107 for both times. Simple random sample technique was applied to collect data in time 1 and time 2.

Demographics

180 questionnaires were distributed to hospitals in Gujranwala, from which 107 responses valid responses were received. In second time data were collected from respondents. 42 responses were given by male and 65 by female whose percentage is 39.3 % and 60.7% respectively. Mostly respondents were between the ages of 26-45 years whose percentage is 64.5%. Following to this 16.8% were of the age group up to 25 years, 11.2% were of the age group of 46-65 and 7.5% were the age group of 56 above. Among these respondents 45 respondents whose percentage is 42.1% were having bachelor's degree, 55 respondents whose percentage is 51.4% were masters, 1 respondent whose percentage is 0.9% belongs to PhD, 6 respondents whose percentage is 5.6% are others respectively. Among all of these respondents 25.2% respondents are on contractual basis, 67.3% are permanent job holder, 7.5% are others respectively. Length of experience of these respondents are 14% respondents having up to 1 year, 27.1% have 2-5 years, 26.2% have 5-10 years, and 31.8% have above 10 years respectively.

Correlation analysis

Table 1

Time 1									
Construct	Mean	SD	α	1	2	3	4	5	6
1 Frequency	3.71	.643	.818	--					
2 Attentiveness	3.83	.796	.798	.332*	---				
3 Variety	3.69	.885	.755	.278*	.555*	---			
4 Emotion Dissonances	3.13	1.07	.732	.284*	.168	.413**	---		
5 Job Stress	2.48	.974	.763	.269*	.445**	.388	.418**	---	
6 Burnout	3.05	1.43	.741	.332*	.403*	.399**	.453**	.270**	---

Time 2									
Construct	Mean	SD	A	1	2	3	4	5	6
1 Frequency	3.82	.612	.824	--					
2 Attentiveness	3.89	.701	.784	.352**	---				
3 Variety	3.72	.71	.793	.428**	.567**	---			
4 Emotion Dissonances	3.27	1.23	.832	.204**	.188	.413**	--		
5 Job Stress	2.45	.934	.765	.279**	.463	.398	.078*	---	
6 Burnout	3.16	1.22	.801	.342**	.443*	.387**	.483**	.287**	---

Table 1 showing the actual standard deviation, arithmetic mean and also Pearson correlations between the variables of the study based on responses associated with employees of the hospitals located in Gujranwala city for time one and time two. All the correlation results of the variables fairly demonstrated strengthen connection in time 2. All the variables were positively and significantly correlated. The value 0.555 is the highest correlation value in time 1 which is existed between the attentiveness and variety. It is highlighting that the variety and attentiveness are positively correlating with each other and having moderate standard deviation. In time 2 the results of the responses were same in nature but with different values. This time the highest correlation value was 0.567. Other variables (Emotional dissonance, frequency, Job stress and burnout) are also correlated with one another. The values of arithmetic mean are displaying the responses trend that a lot of them usually are humiliated toward agreeableness. The alpha values are also under acceptable range for all the variables for both times which is proving the reliability of data. Effects portrayed the partnership concerning underneath variables grew to be better at time two as compared to period 1 which shows that with the increase in independent variables (frequency, attentiveness, variety, and emotional dissonance) job stress also increased which positively effect on burnout.

Psychometric Analysis

Table 2

Time 1								
	CR	AVE	F	A	V	ED	JS	B
Frequency	0.766	0.545	0.875					
Attentiveness	0.871	0.645	0.434	0.775				
Variety	0.78	0.590	0.554	0.347	0.769			
Emotion Dissonances	0.719	0.645	0.672	0.678	0.569	0.779		
Job Stress	0.712	0.562	0.652	0.383	0.747	0.674	0.712	
Burnout	0.734	0.582	0.562	0.691	0.610	0.772	0.533	0.672
Time 2								
	CR	AVE	F	A	V	ED	JS	B
Frequency	0.810	0.568	0.881					
Attentiveness	0.859	0.659	0.548	0.784				
Variety	0.820	0.598	0.569	0.383	0.747			
Emotion Dissonances	0.762	0.692	0.672	0.691	0.610	0.792		
Job Stress	0.778	0.571	0.643	0.344	0.718	0.653	0.653	
Burnout	0.762	0.593	0.592	0.682	0.673	0.738	0.676	0.778

The above notice table is representing the modal's convergent and discriminant validity. The value of composite reliability is grater then 0.7 and in second time response results were same with increasing trend the AVE's value is grater then 0.5in first response and second time ratio is increasing so we can say that this modal having convergent validity. The AVE's square root value must be higher than the values of correlation because the discriminant validity depends upon it. And in results mentioned above the values of AVE square root are greater than the correlation's values which are representing the discriminant validity of table.

Fit indices for SEM& CFA**Table 3**

Fit Indices	Time1		Time2	
	CFA	SEM	CFA	SEM
Cmin/df	3.05	2.99	3.02	3.02
GFI	0.95	0.94	0.94	0.93
AGFI	0.82	0.84	0.83	0.82
CFI	0.94	0.93	0.94	0.94
RMSEA	0.07	0.06	0.07	0.05

Table 3 presents the results of model fitness from both CFA and SEM dimensions. Goodness of fit index is given at the first place which represents the variance covariance matrix and as its value is greater than 0.90 so it is declaring a good fit of the model. AGFI is adjusted GFI whose value is greater than 0.8 which is quite good to prove that model is good fit. CFI is representing the comparative fit index which is showing more realistic values that are proving that model is near to absolute fit due to greater than 0.9 value. RMSEA is root mean square error of approximation whose value is lesser than 0.10 so that is also indicating the good fitness of model.

SEM Path Analysis

Table 4:

Time1		
	Direct Effects	Indirect Effects
Burnout <-- -Job Stress <--- Frequency	.45*	.34*
Burnout <-- -Job Stress <--- Attentiveness	.38*	.32*
Burnout < --- Job Stress <--- variety	.29*	.27*
Burnout <-- Job Stress <--- Emotion Dissonances	.42*	.33*
<i>*p<0.05, **p<0.01, ***p<0.001</i>		

Time 2		
	Direct Effect	Indirect Effects
Burnout <-- -Job Stress <--- Frequency	.47*	.32*
Burnout <-- -Job Stress <--- Attentiveness	.39*	.34*
Burnout < --- Job Stress <--- variety	.30*	.29*
Burnout <-- Job Stress <--- Emotion Dissonances	.45*	.34*
<i>*p<0.05, **p<0.01, ***p<0.001</i>		

Table 4 indicates that frequency has significant and positive relationship with employees' burnout in time 1 and time 2 ($\beta_{t1}=.45$; $P<.05$; $\beta_{t2}=.47$; $P<.05$) and supported to H1. Moreover jobs stress also significantly mediates the relationship between frequency and burnout as indirect effect is significant for time 1 and time 2 ($\beta_{t1}=.34$; $P<.05$; $\beta_{t2}=.32$; $P<.05$) and supported to H5. Similarly attentiveness also has significant association with burnout in time 1 and time 2 ($\beta_{t1}=.38$; $P<.05$; $\beta_{t2}=.39$; $P<.05$), so H2 is also supported. Results also reveals that jobs stress also significantly mediates the relationship between attentiveness and burnout as indirect effect is significant for time 1 and time 2 ($\beta_{t1}=.32$; $P<.05$; $\beta_{t2}=.34$; $P<.05$) and supported to H6. Similarly variety of emotions also has significant and positive relationship with burnout in time 1 and time 2 ($\beta_{t1}=.29$; $P<.05$; $\beta_{t2}=.30$; $P<.05$) and supported to H3. Meanwhile jobs stress also significantly mediates the relationship between variety and burnout as indirect effect is significant for time 1 and time 2 ($\beta_{t1}=.27$; $P<.05$; $\beta_{t2}=.29$; $P<.05$) and supported to H7. Table 4 also shows that emotional dissonance also has significant and positive relationship with employees' burnout in time 1 and time 2 ($\beta_{t1}=.42$; $P<.05$; $\beta_{t2}=.45$; $P<.05$) and supported to H4. Results also elaborates that jobs stress also significantly mediates the relationship between emotional dissonance and burnout as indirect effect is significant for time 1 and time 2 ($\beta_{t1}=.33$; $P<.05$; $\beta_{t2}=.34$; $P<.05$) and supported to H6.

Discussion

After testing the actual model along with confirming the components, the information disclosed that variety, attentiveness, in addition to over emotional dissonance, although almost all statistically substantial and significant, get various outcomes. These kinds of information are crucial, simply because they claim that the particular consequences fluctuate with regards to the higher level of attentiveness, variety, along with over emotional Dissonance, and there's importance with checking out these kinds of factors, which may have largely been ruled out coming from open public management research associated with emotive labor. The end result regarding frequency is usually exciting given the initial focus on this specific component. (S.G.

Kim, 2009). Furthermore, according to its analysis which includes were known to set a lot more focus on some other factors, especially emotional dissonance. (Kruml & Geddes, 2000; Morris & Feldman, 1996; Lewig & Dollard, 2003). Attentiveness had been located to be able to specifically raise job stress along with not directly but indirectly raise burnout due to the mediating effect of the job stress. The negative consequences can be seen for the employees in case if timeframe and intensity of emotional labor enlarged. This finding is in keeping with previous research with other areas (Mann & Cowburn, 2005; Brotheridge & Lee, 2003). Variety has both effects which means that this may propose a division involving people workers who want to perform much more different psychological job along with consider pleasure by performing his or her tasks in this way and people exactly who find it burdensome to switch among displaying various emotions. Emotional dissonance has been identified to lead to additional constantly adverse outcomes. Dissonance had been linked with enhanced job stress and burnout, though these types of findings usually are consistent with previous study (Lewig & Dollard, 2003; Brotheridge & Grandey, 2002; Morris & Feldman, 1997).

This study's findings support the findings of the previous studies. According to this study all the four factors of the emotional labor (frequency, attentiveness, variety and emotional dissonance) having significant and positive relationship and negative effects on job stress and burnout. Moreover emotional dissonance, frequency, attentiveness, and variety were likely to enhance the job stress and due to its mediating role it tends to increase the burnout.

Limitations and Directions for Further Research

This study possesses a number of limitations. For example, this reviews the results of a convenience test of staff of hospitals wards in a single location within Pakistan. The sample size seemed to be small on account of which often results might not be substantial and because of monetary in addition to time limitations study is done only in one city of Pakistan. Further the same research can also be made in different cities and with different sectors. Further researcher can include more dimensions for study as we take job stress as mediator and burnout as dependent variable while the other can include the job satisfaction in it. Another limitation is that it failed to incorporate emotional labor conducted throughout intra-organizational connection involving co-workers, managers and supervisors, and therefore their ramifications as well as recommendations are generally restricted to staff incurs while using the general public. In our study the burnout is dependent variable further study can take

job satisfaction as there dependent variable. It is something that might have obvious gains pertaining to both equally employees and also companies within the public segment.

Practical implication

Current study suggests that there can be useful benefits affiliated with increased consideration involving variety, attentiveness, and dissonance. Regarding attentiveness, the intensity of emotional labor can be reduced by making the relaxation in the displaying rules for the employees, inside the impression of which staff members might be urged to act much more naturally. The particular positive results associated with variety could possibly be gathered simply by providing employees options to manage a variety of consumer inquiries, by including those employees that are required for being achieved using the two positive and adverse emotions. Relaxation in the display rules might be resisted by the management as a result of ways emotional labor is actually typically a lot more noticeable through it is deficiency along with providing the right sentiment is indeed firmly limited way up having suggestions involving what creates a professional services. In addition one recommendation is that it is good for training program for the employees to add in substantive content material upon handling emotional dissonance. It also can be beneficial for the management at the time of recruitment the management can select the person who used to feel less emotional dissonance and consequently more unlikely to get stressed or even burned out.

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