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# Exploring The Emotional Labour: Review Of Literature And Potential Future Research Directions

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## Abstract-

This article provides a comprehensive review of scholarly research on emotional labour during the last 30 years applying bibliometric citation analysis and elaborates an agenda for future research. The bibliography is compiled using the Web of Science (WOS) and Scopus databases. It includes all articles with citations over the period 2004-2021 from Web of Science Core Collection database and 1988-2021 from Scopus database. Specifically, the review is carried out using 1298 articles across 65 countries published in 552 journals by 3097 authors from Web of Science core collection database. In same way, the review is carried out using 2224 articles across 79 countries published in 981 journals by 4183 authors from Scopus database. The area of emotional labour research is interdisciplinary, with articles mainly published in journals for business and management, but also in Economics, Psychology, Social Sciences, Nursing. We have analysed the existing emotional labour research by examining database which consists authors, universities, countries, key journals, and key articles and tried to outline possible future research avenues. The study explores new sub-research streams and visualizes how articles on emotional labour build on each other using science mapping and co-citation mapping technique. Based on the results of this analysis, we propose future research directions for further exploration of topic that offers the possibility to propel research on the emotional labour.

**Keywords:** Emotional labour, Bibliometrics, Bibexcel, Vosviewer, Co-citation.

## 1. Introduction-

In this increasing competition, every organization wants to create brand image for attracting customers so they give more emphasis on making their customers happy by providing best services. These services are rendered by employees through employee-customer interactions. To make customers feel important, it is essential to incorporate the emotional aspect to make organization's service better and for retaining their customer's loyalty to their brands. In order to serve their customer, employee performs emotional labour. Frontline employees are the face of the service organization and they interact with customers on daily basis so they must show some positive emotions like happiness, friendliness and suppress negative emotions like anger, sadness (Hochschild, 2003; Rupp et al., 2008) According to (Brotheridge & Lee, 2003), In Emotional labour, employees regulate their emotions to hide actual feeling in order to fulfil organizations' demands according to their job role. It has become integral part of organizational display rules and top management, even employees itself assume that expressing and

suppressing certain positive and negative emotions are useful in influencing customers and attaining better performance (Holman et al., 2008; Rafaeli & Sutton, 1987).

Emotional labour is precarious to individual and organizational effects, such as for employee, it affects employee health and psychosomatic well-being. From organization perspective, it affects customer experience and fulfilment of their needs, customer faith in organization's services, customer orientation, and customer satisfaction (Grandey, 2003; Groth et al., 2009; Huo et al., 2012; Karatepe et al., 2009). Both, positive and negative outcomes necessitate more and more research on emotional labour to understand its linkage with other variables like emotional well-being, job related outcomes, emotional intelligence etc. It has gained more attention in recent years but still this is emerging phenomenon especially in underdeveloped countries. This article is an attempt to bridge the gap in literature by combining all forms of emotional labour performed and their outcomes.

This article gives an overview of existing literature and its bibliometric analysis by using Web of Science and Scopus database. It determines relevant key research areas, most prolific authors on this topic, most cited research articles, countries which are carrying major research on emotional labour, most used language in major research documents, journals and authors productivity year by year and top journals which are publishing most research on this emerging issue. This articles also tries to provide future research directions on the basis of clusters resulted after science mapping and network analysis of databases.

## **2. Emotional labour: Concept, Strategies and outcomes**

### **2.1 Conceptualisation of Emotional Labour**

In past three decades, from start with the seminal work by Arlie Hochschild on Emotional labour, the concept of Emotional work and Emotional labour has been evolved, (Hochschild, 2003, 2012). In her book "The Managed Heart: Commercialization of Human Feeling", she explored this phenomenon and concluded that only physical aspects are not sufficient to define job but also emotions displayed constitute job (Zapf, 2002). Various researchers have defined Emotional Labour in different ways. The definition given by (Ashforth & Humphrey, 1993b) suggest and gave more emphasis on observable behaviour, display rules and genuine and effortless displayed emotions more than feelings. (Morris & Feldman, 1996) perspective described emotional labour in terms of frequency. According to (Grandey, 2000a, 2003), emotional labour is regulating emotions to suit display rules inn organization.

### **2.2 Emotional Labour Strategies**

Employees use two techniques as emotional labour strategies such as Surface Acting and Deep Acting (Ashforth & Humphrey, 1993a; Feldman & Morris, 1996; Grandey, 2000b; Hochschild, 2003). In, deep acting, employee tries to modify his/her inner emotion in order to show expected emotion and fulfil the job requirement whereas in surface acting, employee fakes or pretend to have desired emotions, he/she doesn't change emotions inside him/her (Ashforth & Humphrey, 1993a). In hospitality organization, it is essential to create emotional bond with their customers in order to gain competitive edge from other service organizations. Both strategies have different impact on different outcomes of emotional labour. Surface acting had a negative effect, whereas deep acting had a positive effect on job satisfaction (Moon et al., 2015). Deep acting positively affects job satisfaction of male employees but female service employees did not feel the same (Walsh

& Bartikowski, 2013). The surface acting has negative effect on job satisfaction of female but not on male service employees (Brotheridge & Lee, 2011; Walsh & Bartikowski, 2013). Surface acting increases emotional exhaustion, whereas deep acting decreases emotional exhaustion (Eggerichs-Purcell et al., 2012; Jun et al., 2013).

### **2.3 Emotional Labour Outcomes**

Emotional labour creates destructive outcomes on service employees. Various researchers have studied the negative outcomes of the emotional labour.

Emotional labour can generate adverse organisational outcomes, such as employees' increase in job quitting intentions (Chau et al., 2009; Goodwin, 2011; Seery & Corrigan, 2009) and employee turnover, which will reduce quality of services to their customers and damage the human resources of the organization through the loss of implicit knowledge of employees, poor productivity, and significant replacement value (Jackson & Sirianni, 2009; Wright & Bonett, 2007). Deep acting and Surface acting, both strategies of emotional labour have uniform destructive effects on workers, work complexity, job control and job demands. Emotional labour increases employees' perceptions of job stress, increases suffering and decreases job satisfaction (Pugliesi, 1999). (Zeidler et al., 2013) conducted his study on Philippine call centre employees and found that stress due to emotional labour leads to job dissatisfaction, reduced organizational commitment and eventually increased turnover intention. Perceived organizational support has a positive impact on deep acting. Deep acting negatively influence emotional exhaustion (Jun et al., 2013). Eggerichs-Purcell, Bentley, & Blau, (2012) verified the effect of emotional labour on work exhaustion for three distinct emergency medical service samples in his study and found that Deep acting had a significantly lesser positive impact than surface acting on work exhaustion. Employees who use deep acting strategy, they were lesser emotionally exhausted, highly creative and more organizationally committed, instead of those who used surface acting strategy suffered with more emotional exhaustion, poor creativity and less affective commitment. Creativity eventually leads superior official job performance appraisals (Shin et al., 2015). Deep acting positively affects work engagement, whereas surface acting negatively affects work engagement. Eventually, Work engagement of salespeople positively affects boundary spanner creativity (Yoo & Jeong, 2017). Emotional labour is acute to individual and organizational products. From employee perspective, it affects employee health and emotional well-being and from organizational perspective, it affects customer service performance, customer satisfaction and customer orientation which lead organizational outcomes (Grandey, 2003; Groth et al., 2009; Huo et al., 2012; Karatepe et al., 2009).

Employees engage themselves in emotional acting to encounter the organizational display rules (Hochschild, 1983; Ashforth & Tomiuk, 2000; Grandey, 2000). Thus, there is a difference between what organization expects from employee and what is felt by employee such as individual experience of emotion and public display which is called as emotional dissonance (Ashforth & Humphrey, 1993a; Brotheridge & Grandey, 2002; Feldman & Morris, 1996; Hochschild, 2003). When emotional dissonance is continued for a long time, it brings strain and anxiety in workers. Service employees (i.e. hotel employees, flight attendants, customer support) must boundlessly interact with customers throughout service interactions; they certainly experience emotional dissonance, and continually endeavour to release emotional dissonance for performing task with expressiveness and effectiveness. Consequently, employees must perform to manage their emotions at work, and this can be perceived as the principle of emotional labour (Grandey, 2003).

(Walsh & Bartikowski, 2013) says that, job satisfaction partly mediates the relationship between emotional labour and job quitting intentions. Promotion focus increases frontline employee's creativity positively while prevention focus affects creativity negatively (Geng et al., 2018).

(Cossette & Hess, 2015) identified six styles in his study on customer care support. He stated that employee as suppressors (Keeping feeling inside) or as non-regulators (without any strategy applied) informed poorer job satisfaction and affective organizational commitment in comparison to those employees who used a various style (using all three strategies) or a reliable strategy (using reassessment and expressing naturally felt emotions). Employees who suppressed their emotions or did not used any emotion regulating style also displayed lower motivation for regulating their emotions.

### **3. Methods and Data Sources**

Literature review paper aims (a) To summarize existing literature on a research topic through investigating underlying key research areas and suggest future research directions (Seuring et al., 2005), (b) Unfolding literature and adding new concepts in existing theories (Saunders et al.(2009). A bibliometric analysis comprises of applying statistic tools and techniques to discover the qualitative and quantitative changes over a period in a particular research area, research topic, building up the profile of all productive publications on that specific topic and distinguish propensities inside a discipline (Bakker et al., 2005). Moreover, this kind of analysis gives valuable information to new researchers who are looking to assess existing literature and provides guidance to find new emerging research areas. (Duque et al., 2006). This study utilizes the Web of Science (WOS) and Scopus online database, which consists all scientific documents on topic across all disciplines. The data provided by Web of Science and Scopus database empowers new researchers to utilize bibliometric analysis as it offers information of research output, contributions by various constituents, collaboration between authors and impact of research topic (Bakker et al., 2005). This sort of analysis present an innovative method for literature review unlike traditional literature review (Bakker et al., 2005).

### **4. Unit of Analysis**

The data is gathered from the ISI Web of Science and Scopus database, databases utilized by numerous other researchers in their published articles on Bibliometric analysis. The analysis of the Web of Science and Scopus database spotlights on Emotional Labour research in various research domain. Bibliometric analysis occurred in July, 2021. For this purpose, this study dissects all the documents available regarding this topic on Web of Science and Scopus database. Both databases are most prestigious and trusted database in academics.

A three-step approach was performed to gather the resulting data sample. In this article, the web of science core collection database was used. It covers approximately 79 million records in its core collection produced by Clarivate Analytics. Firstly, we carried out a Boolean search for documents on Emotional labour using keywords (a) "Emotional labour" OR (b) "Emotional Labor" using Boolean operator "OR" in topic field in ISI Web of Science. Here, Topic field was limited to title, abstract, author keywords and keyword plus. The resulting sample consists 1438 documents including articles, early access, review articles, editorial materials, meeting abstracts, Book chapters, Book reviews, proceeding papers, books, corrections. Then, the results were filtered by language (English) and document type (articles). This gave 1298 articles in English. In next step,

for bibliometric analysis we extracted article title, author name, institution, country, journal name, date and year of publication, abstract, citations and cited references.

In same manner, we performed Boolean search in Scopus. Scopus is Elsevier's abstract and citation database. It covers approximately 36,377 documents from 11,678 publishers. We searched for keywords (a) "Emotional labour" OR (b) "Emotional Labor" in Scopus Database by using 'Search within' option which consists Article Title, Abstract and keywords. The results provided 2853 documents including articles, book chapter, review, conference paper, book, note, editorial, conference review, erratum, retracted, letter, short survey. After that, language (English), source type (journal) and document type (articles) filters were used which provided 2224 articles. In next step, we extracted article title, author name, institution, country, journal name, date and year of publication, abstract, citations and cited references for bibliometric analysis.

For bibliometric analysis, we used Bibexcel and for network visualization, we used VOSviewer.

Following bibliometric indicators were used in Bibliometric analysis in both databases for performance analysis.

- Language used in research publication on Emotional Labour.
- Document type in Emotional Labour research.
- Research areas within which most of the authors have published their research on Emotional labour.
- Change in number of Emotional Labour research documents published over the three decades.
- Countries where major research have been done on Emotional Labour.
- Most productive journals who have published articles on Emotional labour.
- Authorship pattern and most prolific authors on topic of Emotional labour.

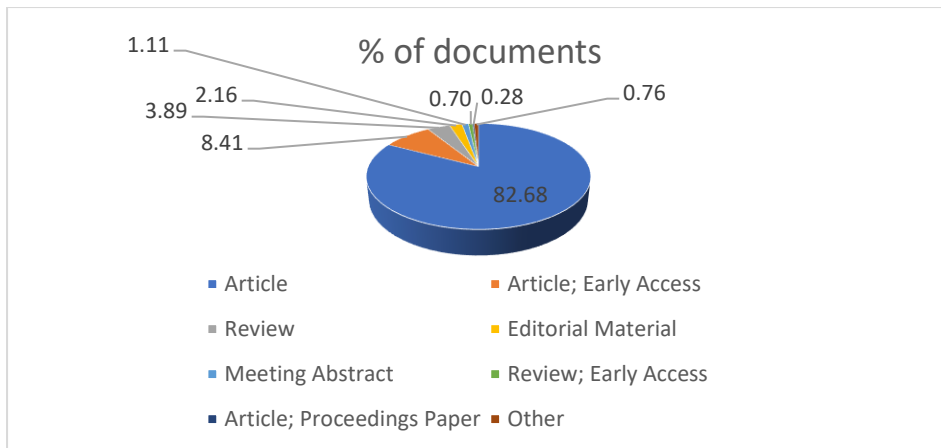
#### **4.1 Language**

When we extracted Web of Science database, it consists of Web of science core collection, KCI-Korean journal database, Russian Science Citation Index, SciELO Citation Index. 3309 research papers found in all databases. A surprise finding was that major language used was Korean (1753 documents) and English (1506 documents) in all databases. But as we used web of science core collection only for data extraction in this article. We found that major research has been conducted in English language (1418 documents). Very few research documents found in Korean (5), Polish (5), French (4) and other language.

Same pattern, we observed in Scopus database. Most common used language in research is English (2754), followed by Korean (22), Chinese (18), French (11), German (10), Portuguese (10), Spanish (10) etc. As English is global and most commonly used language in web of science core collection. So, we considered only research documents published in English language.

#### **4.2 Document Type**

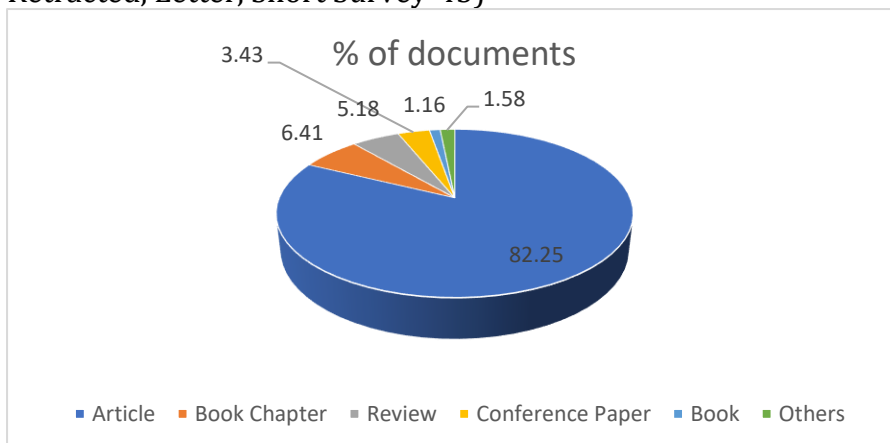
After data extraction from WOS database, we found major research documents in Emotional labour are research articles (1318) followed by Review papers (68), Editorial Material (31), Meeting abstract (16) and others (Book Review, Review; Book chapter, Correction, Editorial Material; Early Access-7)



**Fig 1. Document-wise distribution of Emotional Labour in Web of Science Core collection database**

**Source: Author's Contribution**

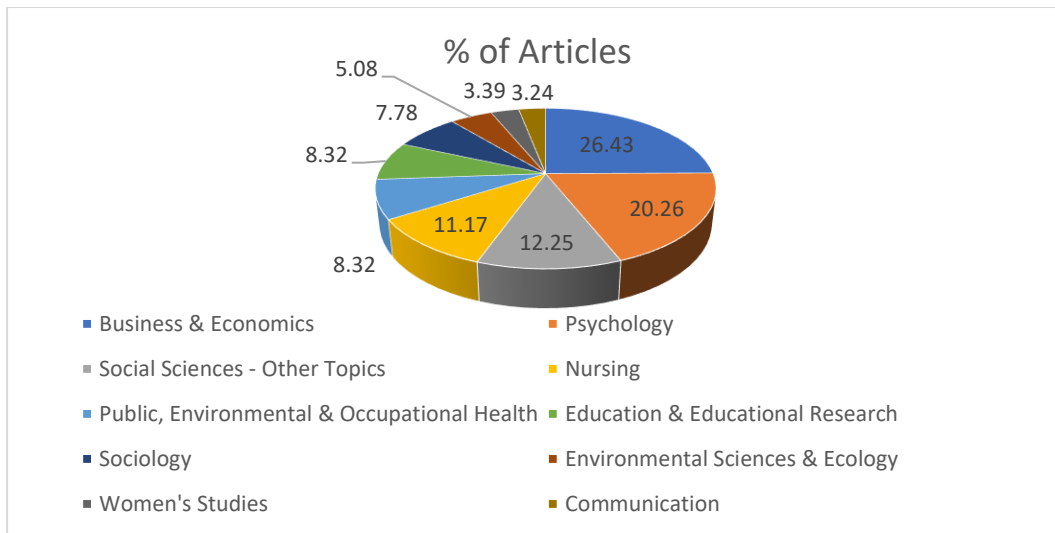
Similarly, In Scopus database, we found that major research documents on Emotional Labour are Research Articles (2349), followed by Book Chapter (183), Review (148), Conference Paper (98) and others (Note, Editorial, Conference review, Erratum, Retracted, Letter, Short Survey-45)



**Fig 2. Document-wise distribution of Emotional Labour in Scopus database**  
**Source: Author's Contribution**

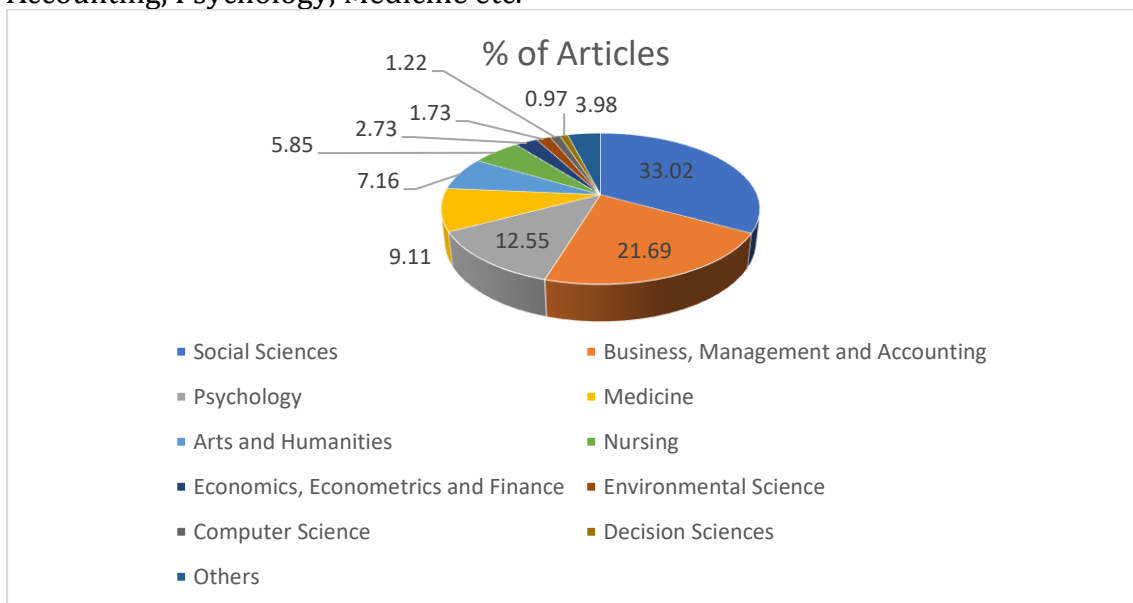
**4.3 Research Area**

After doing performance analysis on WOS database, it was found that major research areas in emotional labour are Business & Economics, Psychology, Social Sciences, Nursing etc.



**Fig 3. Research area-wise distribution of Articles in WOS Core collection Database**  
**Source: Author's Contribution**

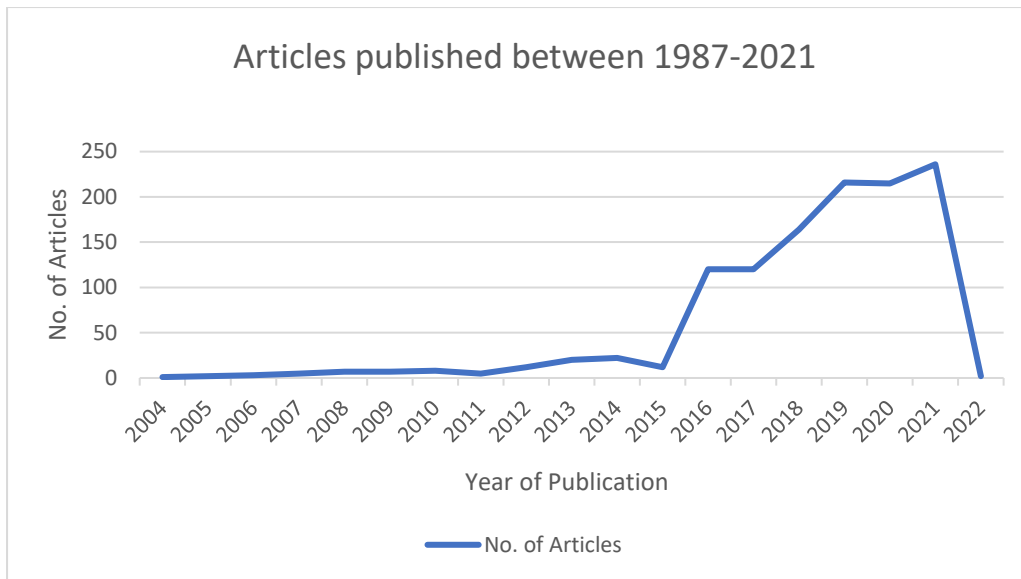
After performing bibliometric analysis thorough BibExcel, results suggests that major research areas in Emotional Labour are Social Sciences, Business, Management and Accounting, Psychology, Medicine etc.



**Fig 4. Research area-wise distribution of Articles in Scopus Database**  
**Source: Author's Contribution**

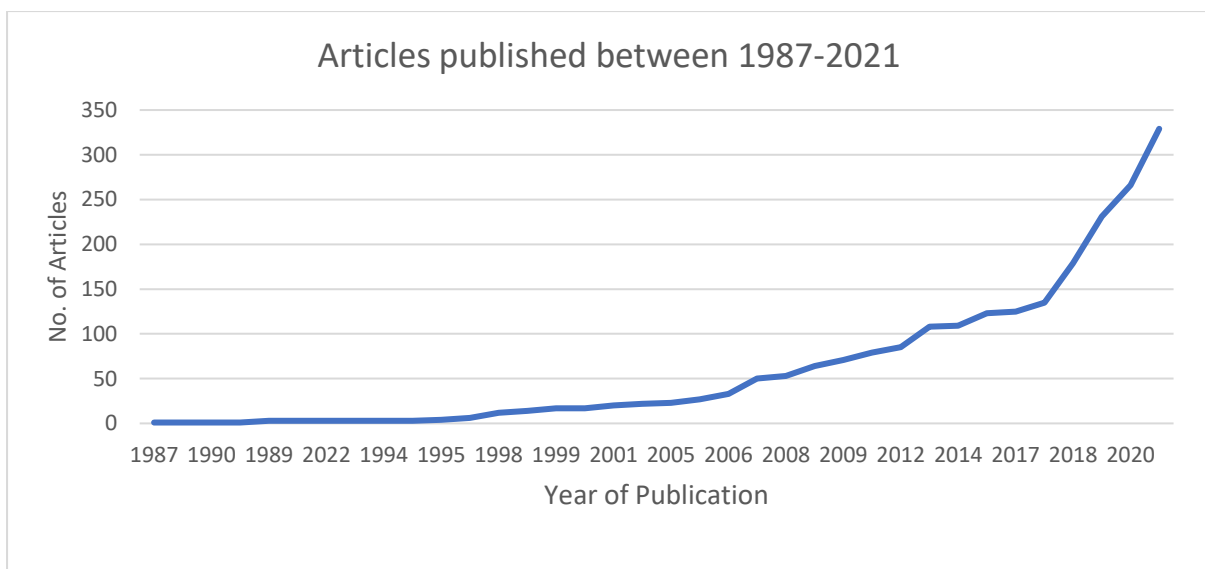
#### 4.4. Year of Publication

Bibliometric analysis of WOS database shows gradual increase in number of publications after 2015. It shows that researchers are now recognizing and taking interest to explore emotional labour and its outcomes on various type of jobs. Figure 5 shows growing importance of emotional labour research.



**Fig 5. Year-wise published articles on Emotional Labour between 2004-2022**  
**Source: Author’s Contribution**

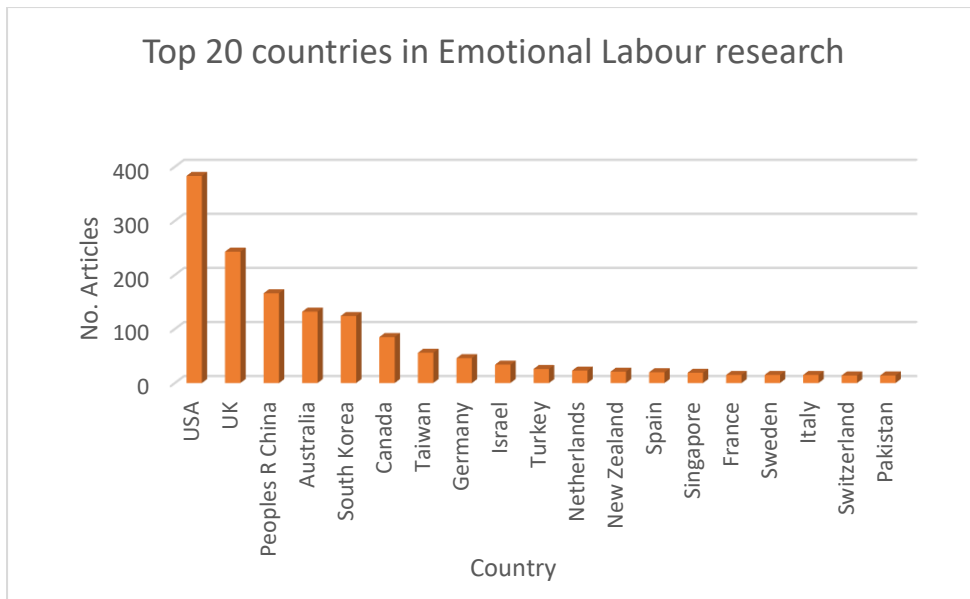
Findings of Bibliometric analysis of Scopus database through Bibexcel reveals that major research work has been done in past 15 years. No. of articles before 2006 were very low (less than 50). Figure 5 shows publication between 1987 to 2021. Figure 5 shows how interest in Emotional Labor research has increased over year by year. From year 2007, number of research articles are increasing gradually.



**Fig 6. Year-wise published articles on Emotional Labour between 1987-2020**  
**Source: Author’s Contribution**

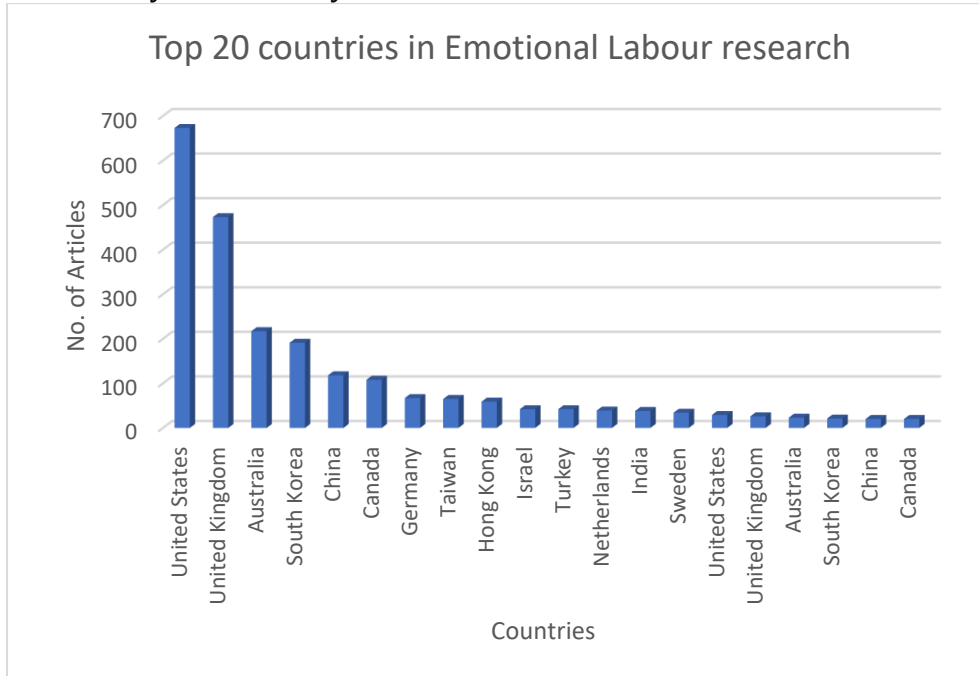
#### 4.5. Country

Findings of Bibliometric analysis presents top 20 countries publishing articles related to emotional labour. Figure 7 shows that, USA has published most articles (383) on emotional labour. UK is on second number with 243 articles, followed by China (166), Australia (132), South Korea (124), Canada (85), Taiwan (56), Germany (46), Israel (34), Turkey (26) etc.



**Fig 7. Country-wise articles published in WOS database on Emotional Labour**  
**Source: Author's Contribution**

Bibliometric analysis through Bibexcel reveals top 20 countries in Emotional Labour research in Scopus indexed journals. Figure 6 shows that, in the United States, research publications since 1987 on Emotional labour amount to 673. The United Kingdom positions second with 473 publications followed by Australia, South Korea, China, Canada, Germany, Taiwan, Hong Kong etc. The study doesn't cover all leftover countries in the analysis since they have less than 50 articles.

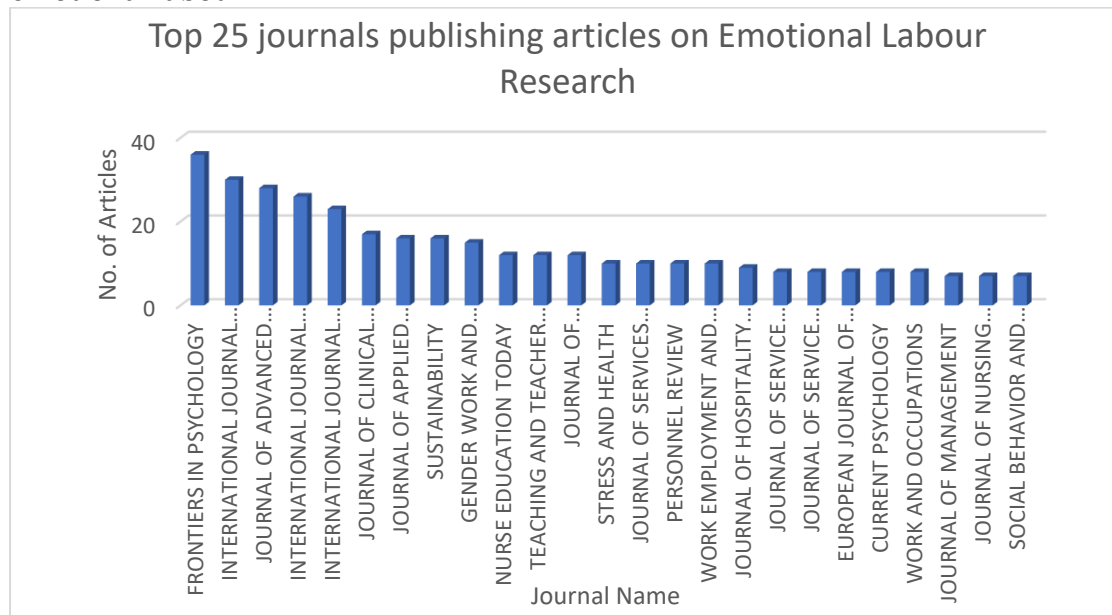


**Fig 8. Country-wise articles published in Scopus on Emotional Labour**  
**Source: Author's Contribution**

#### 4.6. Journals

Being familiar with the journals that publish Emotional Labour research is very significant for choosing which journals to read when conducting literature review, yet in

addition for being comfortable with every journal's focus on emotional labour. Figure 9 shows top 25 journals indexed in WOS database which have published most articles on emotional labour.



**Fig 9. Top 25 journals publishing articles on Emotional Labour in WOS database**  
**Source: Author's Contribution**

Table 1 shows top 10 journals from WOS database along with their impact factor. The journal's impact factor reveals the information contained in the Journal Citation Reports (JCR) by the Science Citation Index (SCI). The JCR provides ranking to journals in science, technology, social sciences and other discipline on the basis of citations made and citations received. Table 1 shows top 10 journals from WOS database along with their impact factor.

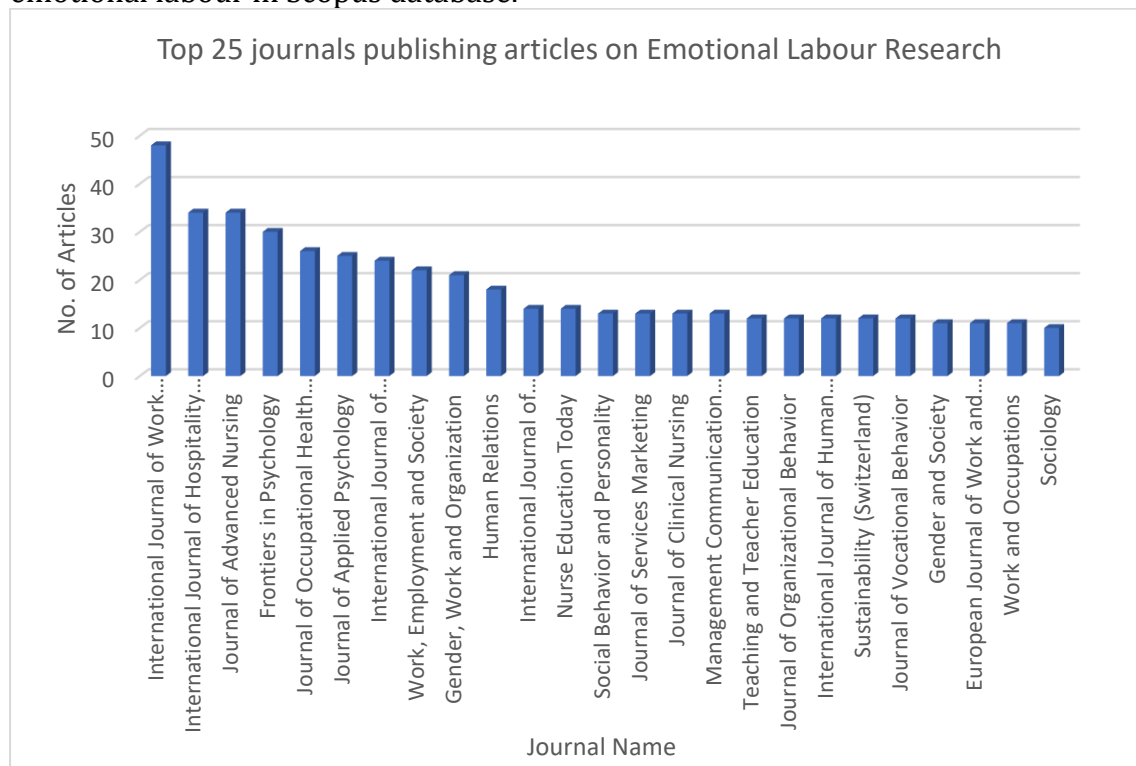
S. No.	Journal Name	No. of Articles	Impact factor
1	Frontiers in Psychology	36	2.78
2	International Journal of Environmental Research and Public Health	30	3.36
3	Journal of Advanced Nursing	28	2.53
4	International Journal of Hospitality Management	26	8.98
5	International Journal of Contemporary Hospitality Management	23	6.52
6	Journal of Clinical Nursing	17	2.77
7	Journal of Applied Psychology	16	6.42
8	Sustainability	16	3.25
9	Gender Work and Organization	15	2.80
10	Nurse Education Today	12	3.28

**Table 1. Top 10 journals from WOS database along with their impact factor publishing articles on Emotional Labour**

**Source: Author's Contribution**

Table 1 shows that Frontiers in Psychology has published 36 articles is top most journal publishing articles on emotional labour. International Journal of Environmental Research

and Public Health is on second rank with 30 articles followed by Journal of Advanced Nursing (28), International Journal of Hospitality Management (26) etc. After analysis of Scopus database through Bibexcel, we extracted top 25 journals from Scopus. Figure 7 presents the top 25 journals that have published most articles on emotional labour in Scopus database.



**Fig 10. Top 25 journals publishing articles on Emotional Labour in Scopus**  
**Source: Author’s Contribution**

Table 2 presents top 10 journals from Scopus database publishing articles on emotional labour and along with their impact factor.

Ranking	Journal Name	No. of Articles	Impact Factor
1	International Journal of Work Organisation and Emotion	48	0.69
2	International Journal of Hospitality Management	34	8.98
3	Journal of Advanced Nursing	34	2.53
4	Frontiers in Psychology	30	2.78
5	Journal of Occupational Health Psychology	26	6.58
6	Journal of Applied Psychology	25	6.42
7	International Journal of Environmental Research and Public Health	24	3.36
8	Work, Employment and Society	22	4.57
9	Gender, Work and Organization	21	2.80
10	Human Relations	18	5.03

**Table 2. Top 10 journals from Scopus database along with their impact factor publishing articles on Emotional Labour**  
**Source: Author’s Contribution**

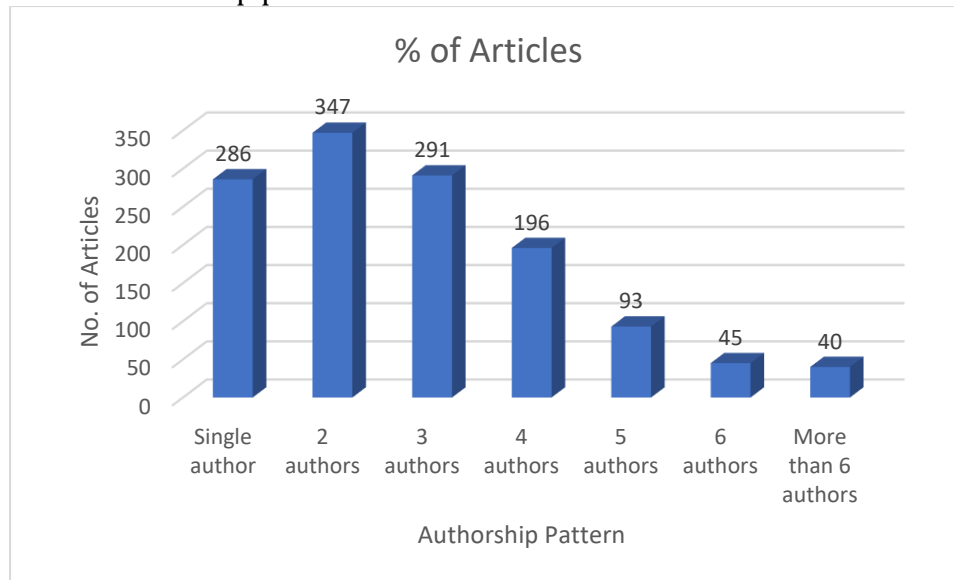
Table 2 shows that the International Journal of Work Organisation and Emotion, which has published 48 articles on Emotional Labour, has published more research articles on emotional labour than some other journals. International Journal of Hospitality Management positions second with 34 publications. As indicated by the Scopus database, 982 journals have published articles on emotional labour. This study considers only top 10 most pertinent journals in terms of number of articles published.

Analysis of both the database indicates that some journals are indexed in both databases. Top 10 journals from both databases and their research domain of published article clearly shows that journals from psychology, emotional health, nursing, hospitality, management are more focusing on emotional labour.

#### 4.7 Authors

##### 4.7.1. Authorship Pattern

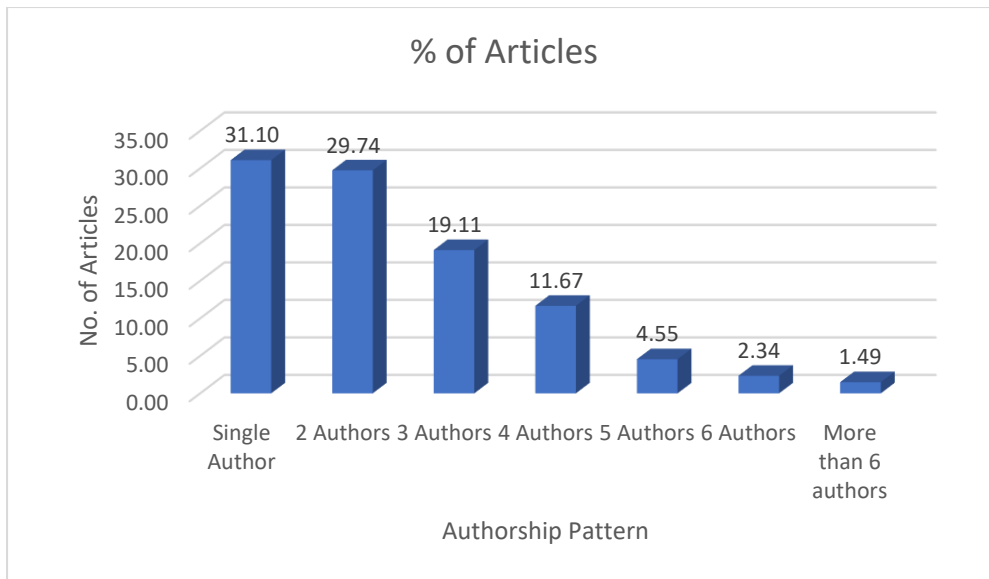
Bibliometric analysis of WOS database reveals that major research has been done by single (286) or by collaboration of two authors (347) or three authors (291). Figure 11 shows authorship pattern of authors and their collaboration in WOS database.



**Fig 11. Authorship pattern of Articles in Scopus database**

##### Source: Author's Contribution

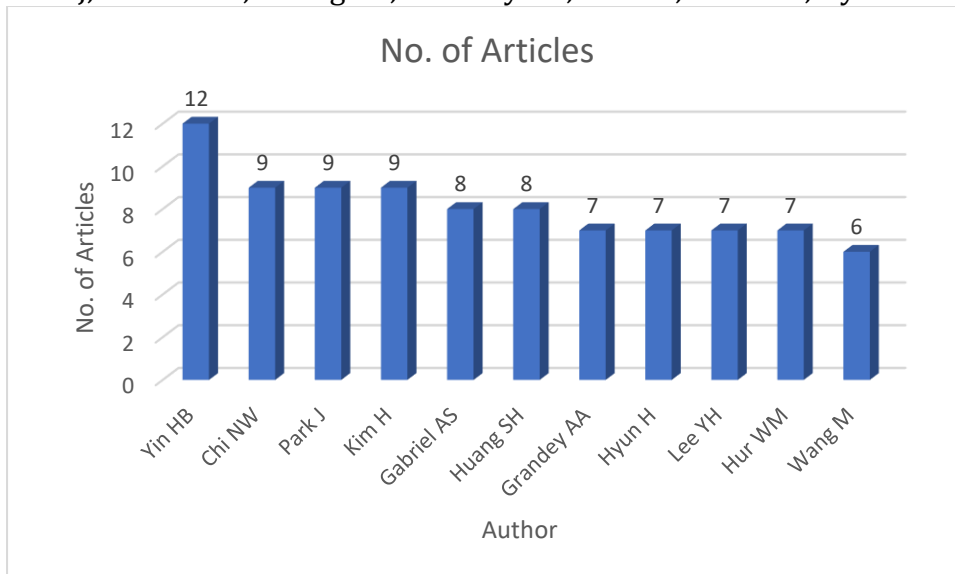
Bibliometric analysis of Scopus database through Bibexcel revealed authorship pattern of authors in Emotional labour research. Major research articles were single authored (690 articles) followed by articles co-authored by two authors (660), three authors (424), four authors (259), five authors (101), Six authors (52) and more than six authors (33).



**Fig 12. Authorship pattern of Articles in Scopus database**  
**Source: Author's Contribution**

#### 4.7.2. Most Prolific Authors

Finding reveals most productive authors who have published major research work on emotional labour in WOS database. Top 10 prolific authors are Yin HB, Chi NW, Kim H, Park J, Gabriel AS, Huang SH, Grandey AA, Lee YH, Hur WM, Hyun H.



**Fig 13. Most Prolific Authors in Emotional Labour research (in WOS database)**  
**Source: Author's Contribution**

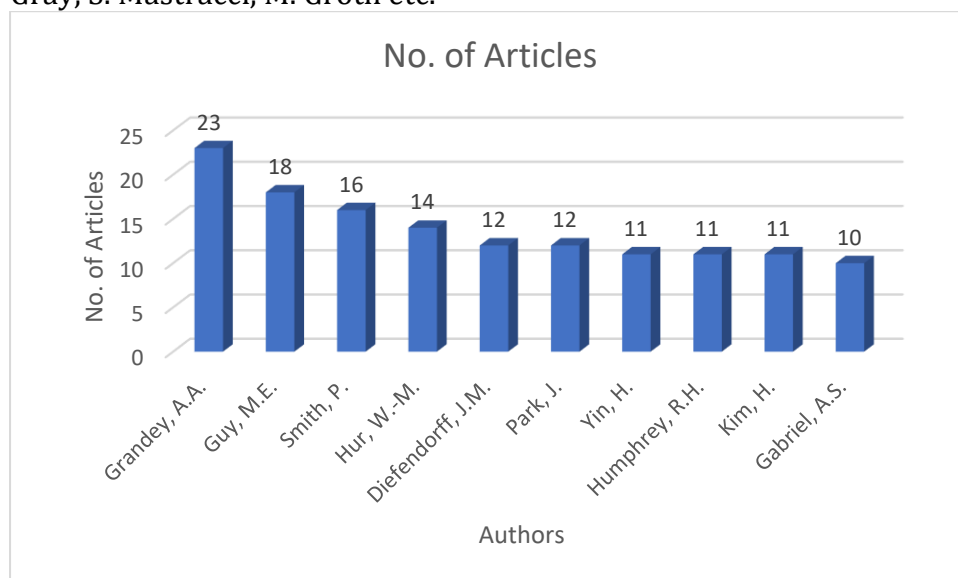
Table 3 presents most prolific researchers in emotional labour and their h-index calculated on the basis of their citations.

S. No.	Author	All articles	h-index	Citation sum within h-core	All citations
1	Yin HB	12	7	142	145
2	Chi NW	9	7	128	130
3	Kim H	9	4	59	64
4	Park J	9	3	36	38

5	Gabriel AS	8	7	180	183
6	Huang SH	8	5	79	82
7	Grandey AA	7	5	107	111
8	Lee YH	7	4	121	127
9	Hur WM	7	4	67	72
10	Hyun H	7	4	24	25

**Table 3. Top 10 most prolific authors who have published on Emotional Labour**  
Source: Author's Contribution

After analysing Scopus database through Bibexcel, we found that most prolific authors who have done major research work in Emotional labour are Alicia Grandey, M.E. Guy, P. Smith, W. M. Hur, J.M. Diefendorff, J.Park, H. Yin, R.H. Humphrey, H. Kim, A.S. Gabriel, B. Gray, S. Mastracci, M. Groth etc.



**Fig 14. Most Prolific Authors in Emotional Labour research (in Scopus database)**  
Source: Author's Contribution

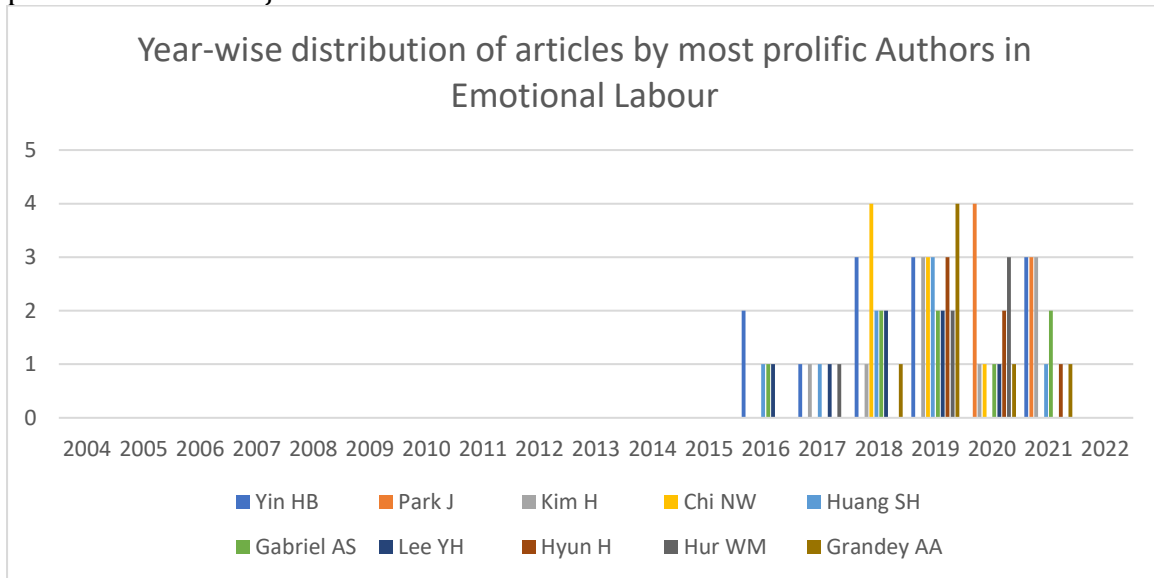
Table 4 presents top 10 most prolific authors along with their h-index.

S.No.	Author	All articles	h-index	Citation sum within h-core	All citations
1	Grandey, A.A.	23	17	3128	3156
2	Guy, M.E.	18	10	411	438
3	Smith, P.	16	12	383	418
4	Hur, W.-M.	14	10	419	436
5	Diefendorff, J.M.	12	12	1968	1968
6	Park, J.	12	4	56	66
7	Yin, H.	11	7	215	223
8	Humphrey, R.H.	11	9	818	822
9	Kim, H.	11	3	24	30

**Table 4. Top 10 most prolific authors who have published on Emotional Labour**  
**Source: Author's Contribution**

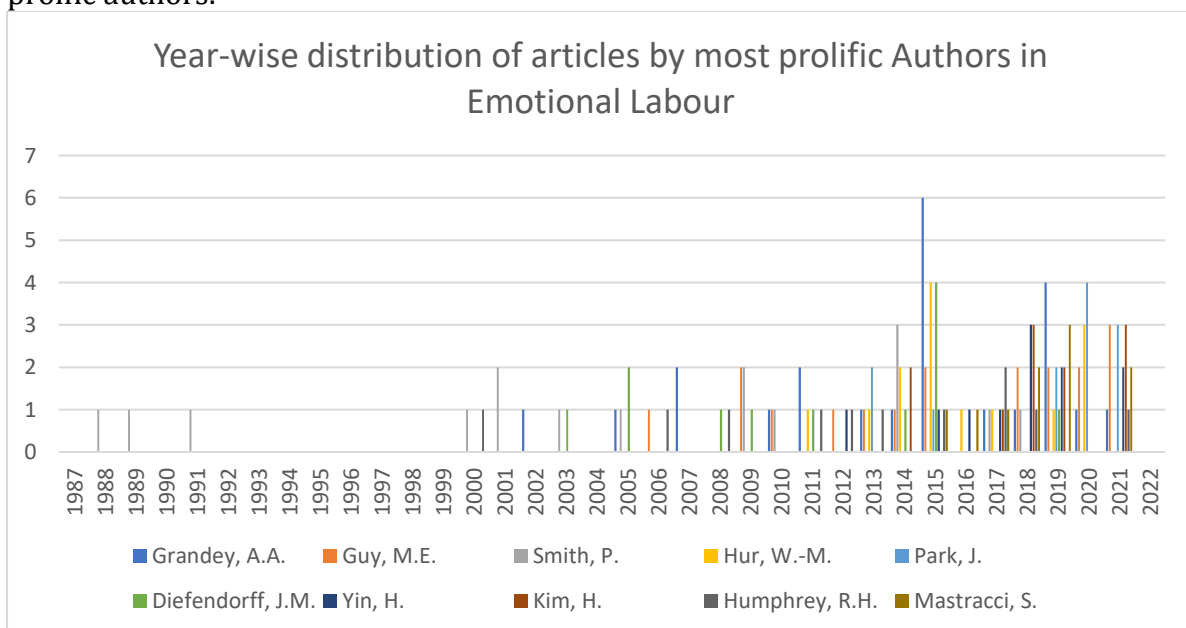
**4.7.3. Yearwise distribution of productivity of most prolific authors**

Emotional Labour is not a new concept but it gained attention after 2015. Findings of Bibliometric analysis through Bibexcel shows that most prolific researchers have published their major research between 2015-2021.



**Fig 15. Yearwise distribution of productivity of most prolific authors in emotional labour research (in WOS database)**  
**Source: Author's Contribution**

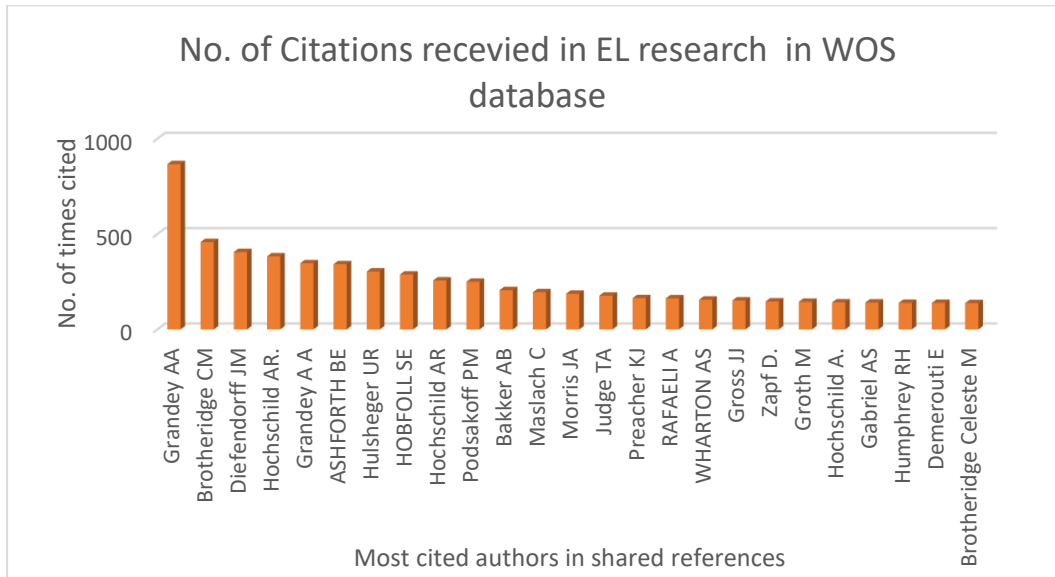
After Bibliometric analysis through Bibexcel, we found that top 10 authors have published their research in emotional labour after 2014. It shows growing interest of researchers on this topic in past 6-7 years. Fig 10. shows yearwise distribution of productivity of most prolific authors.



**Fig 16. Yearwise distribution of productivity of most prolific authors in emotional labour research (in Scopus database)**  
**Source: Author's Contribution**

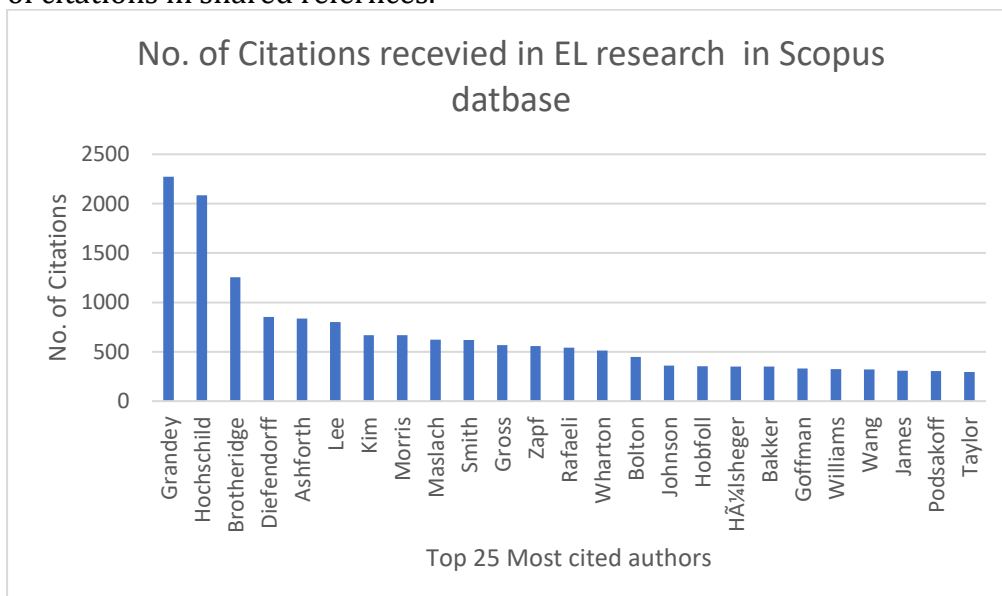
**4.7.4 Most cited authors**

Results of bibliometric analysis provides most productive authors who are mentioned in cited references. Figure shows top 25 most cited authors from WOS database in emotional labour.



**Fig 17. Top 25 most cited authors in WOS database**  
**Source: Author's Contribution**

Bibliometric analysis results reveals most cited authors in emotional labour research database. We have presented here top 25 most cited authors who have received most no. of citations in shared references.



**Fig 18. Top 25 most cited authors in Scopus database**  
**Source: Author's Contribution**

**5. Science mapping and network visualization**

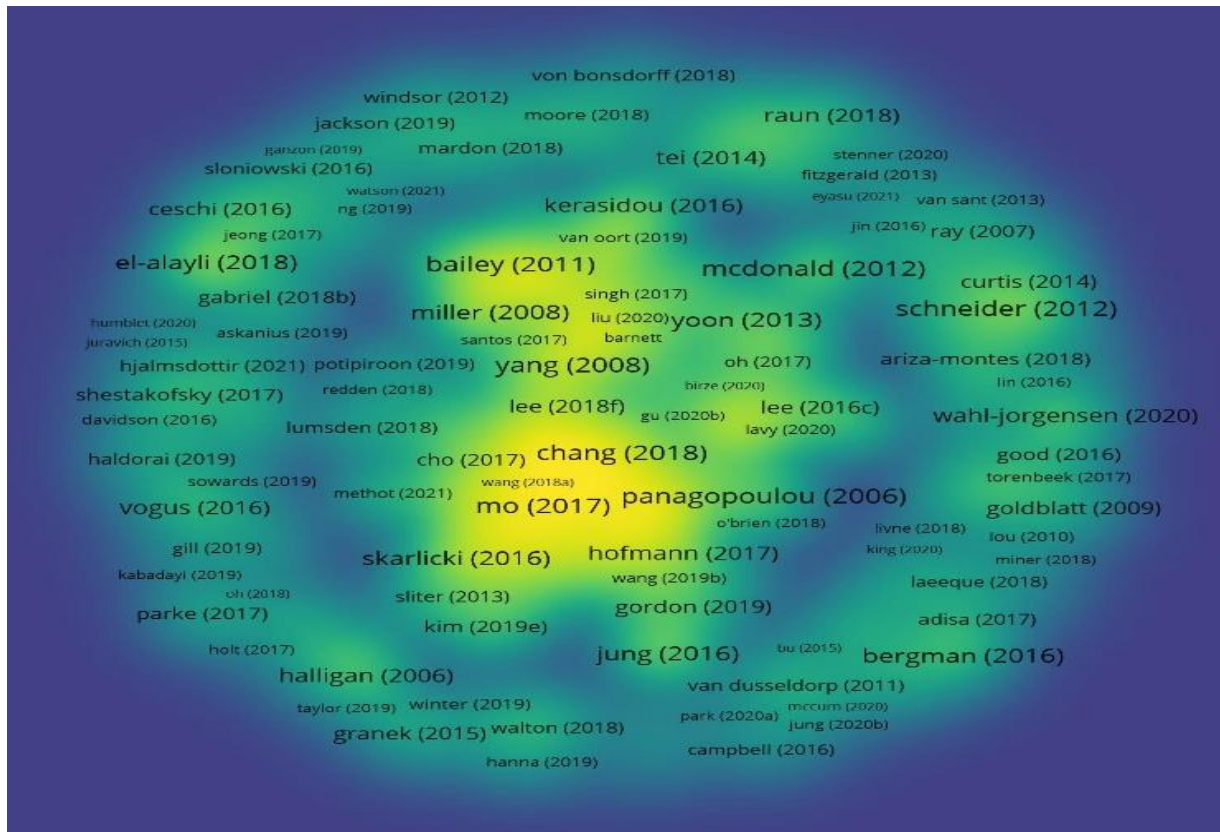
For science mapping and network visualization, we used VOSviewer software and following indicators for both WOS core collection database and Scopus database.

### 5.1 Citation Analysis

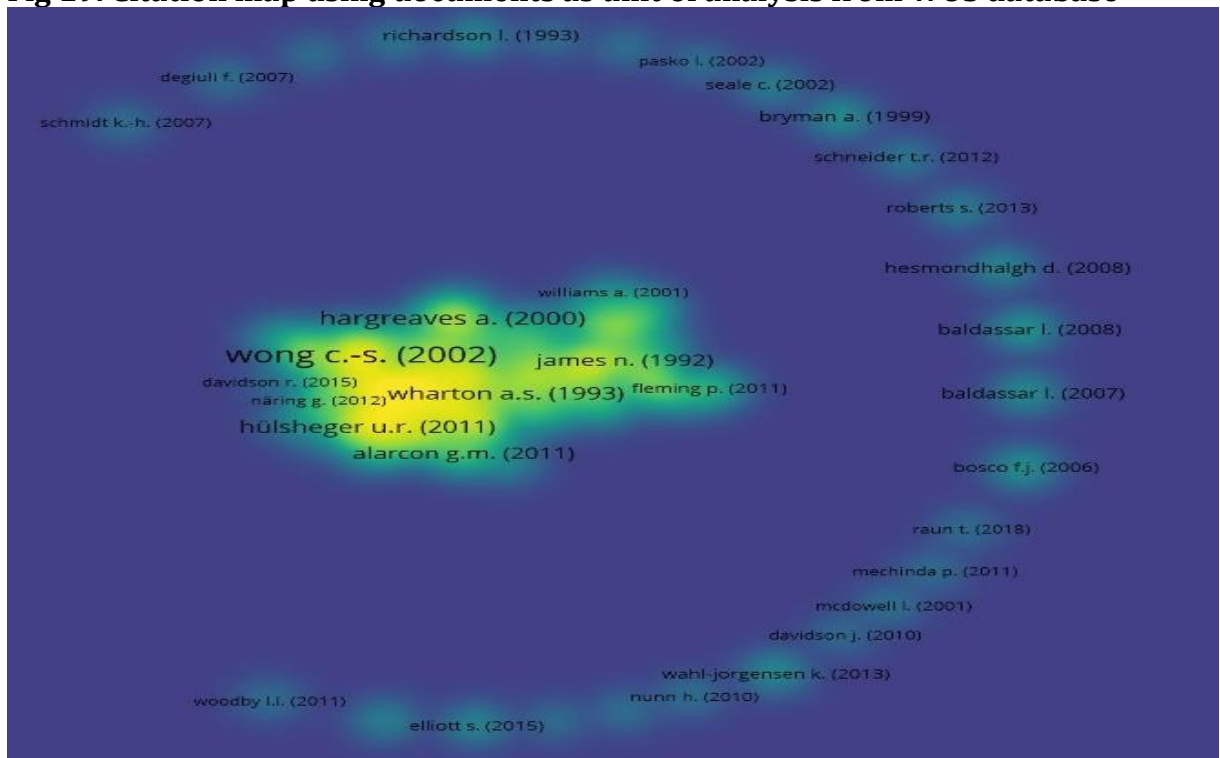
Citation Analysis is used to examine the relationship among articles by recognizing the most influential articles in that particular research area. Unit of analysis was documents and data required was author name, citations, title, journals, DOI, references. Figure 19 and Figure 20 shows most cited documents from WOS database and Scopus database.

S.No.	Total Citations	Article	Author(s)	Journal
1	1390	The effects of leader and follower emotional intelligence on performance and attitude: An exploratory study	Wong, C.-S.; Law, K.S.	Leadership Quarterly
2	1176	The dimensions, antecedents, and consequences of emotional labor	Andrew Morris, J.; Feldman, D.C.	Academy of Management Review
3	1141	Emotional labor and burnout: Comparing two perspectives of "people work"	Brotheridge, C.M.; Grandey, A.A.	Journal of Vocational Behavior
4	772	Emotional Intelligence: An Integrative Meta-Analysis and Cascading Model	Joseph, D.L.; Newman, D.A.	Journal of Applied Psychology
5	710	Emotion work and psychological well-being. A review of the literature and some conceptual considerations	Zapf, D.	Human Resource Management Review
6	639	The experience of work-related stress across occupations	Johnson, S.; Cooper, C.; Cartwright, S.; Donald, I.; Taylor, P.; Millet, C.	Journal of Managerial Psychology
7	638	Mixed emotions: Teachers' perceptions of their interactions with students	Hargreaves, A.	Teaching and Teacher Education
8	591	Development and validation of the emotional labour scale	Brotheridge, C.M.; Lee, R.T.	Journal of Occupational and Organizational Psychology
9	563	On the costs and benefits of emotional labor: A meta-analysis of three decades of research	HÃ¼lsheger, U.R.; Schewe, A.F.	Journal of Occupational Health Psychology
10	549	Benefits of mindfulness at work: The role of mindfulness in emotion regulation,	HÃ¼lsheger, U.R.; Alberts, H.J.E.M.;	Journal of Applied Psychology

	emotional exhaustion, and job satisfaction	Feinholdt, A.; Lang, J.W.B.	
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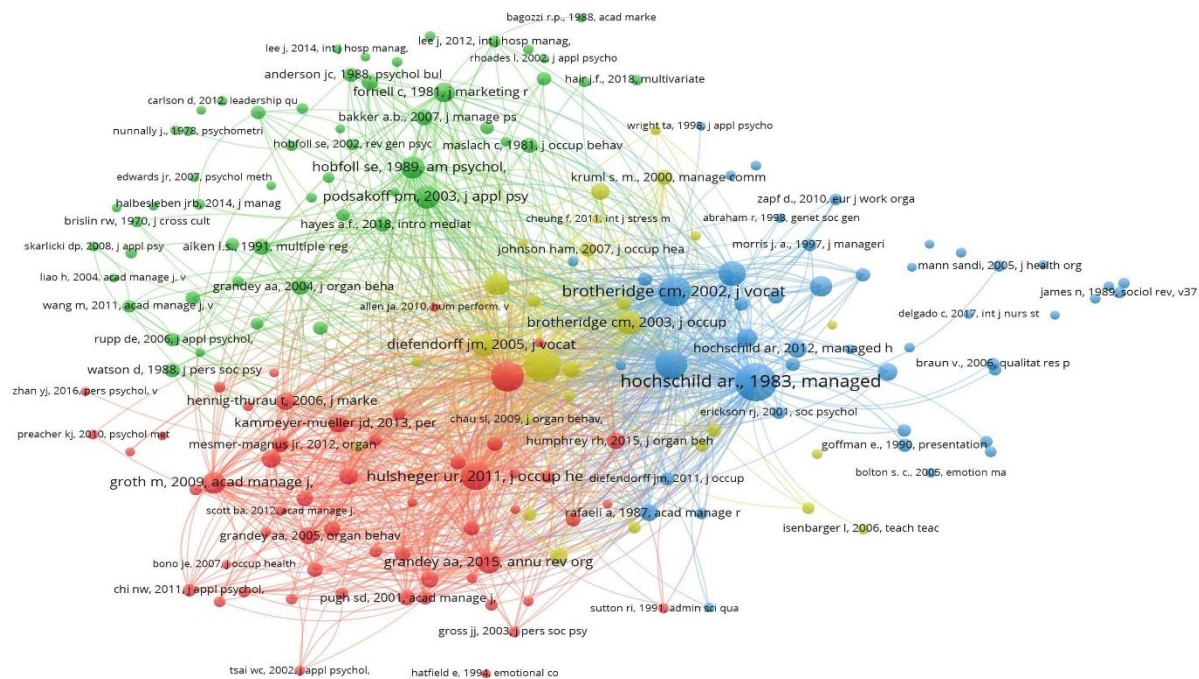


**Fig 19. Citation map using documents as unit of analysis from WOS database**

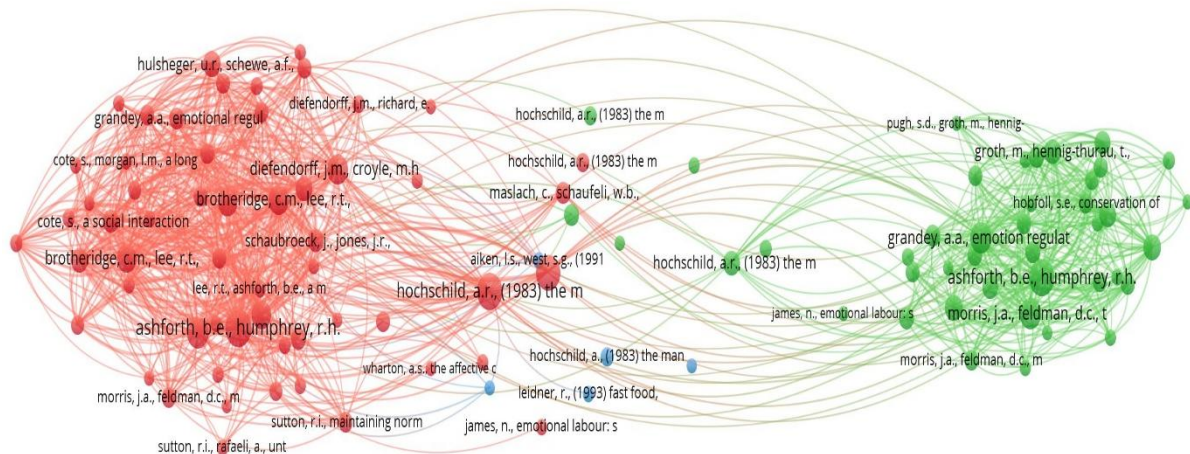


**Fig 20. Citation map using documents as unit of analysis from Scopus database**

Co-citation analysis is used to examine the relationships among cited publications to comprehend the development of the foundational themes in a research field. It is based on the assumption that both cited publications are similar in theme. Unit of analysis was documents and data required was references. Figure 21 and Figure 22 shows the documents from WOS and Scopus database which are most cited together in shared references.



**Fig 21. Co-citation map using documents as unit of analysis from WOS database**

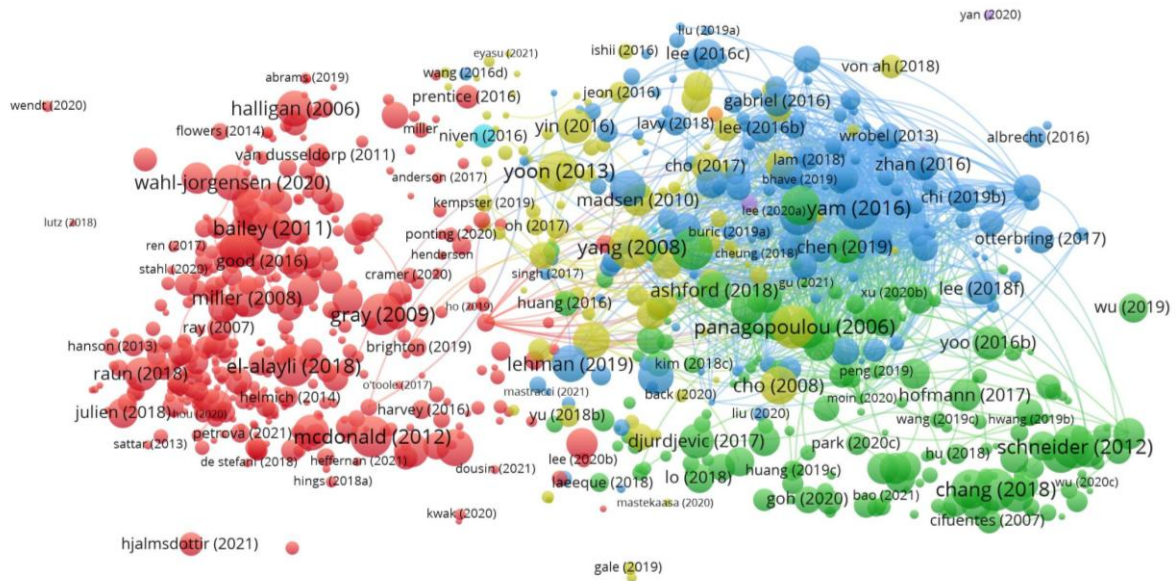


**Fig 22. Co-citation map using documents as unit of analysis from Scopus database**

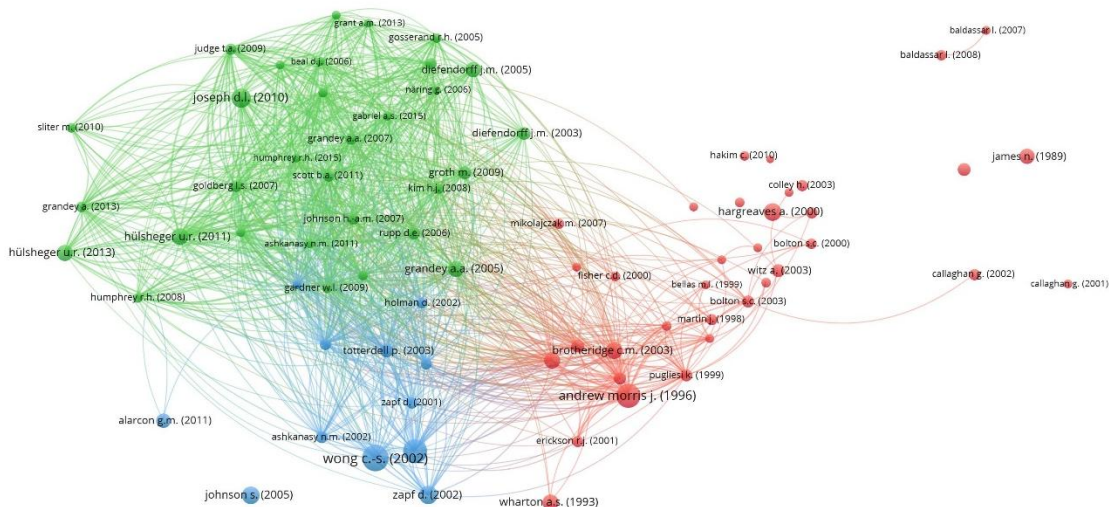
### 5.3 Bibliographic Coupling

Bibliographic coupling citation map is used to examine the relationships among citing publications to understand the present development of themes in that particular research field. It is based on the assumption that if two publications are sharing common

references, it means they will be similar in nature. Figure 23 and Figure 24 shows shared references that are similar in nature.



**Fig 23. Bibliographic coupling network map using documents as unit of analysis from WOS database**



**Fig 24. Bibliographic coupling network map using documents as unit of analysis from Scopus database**

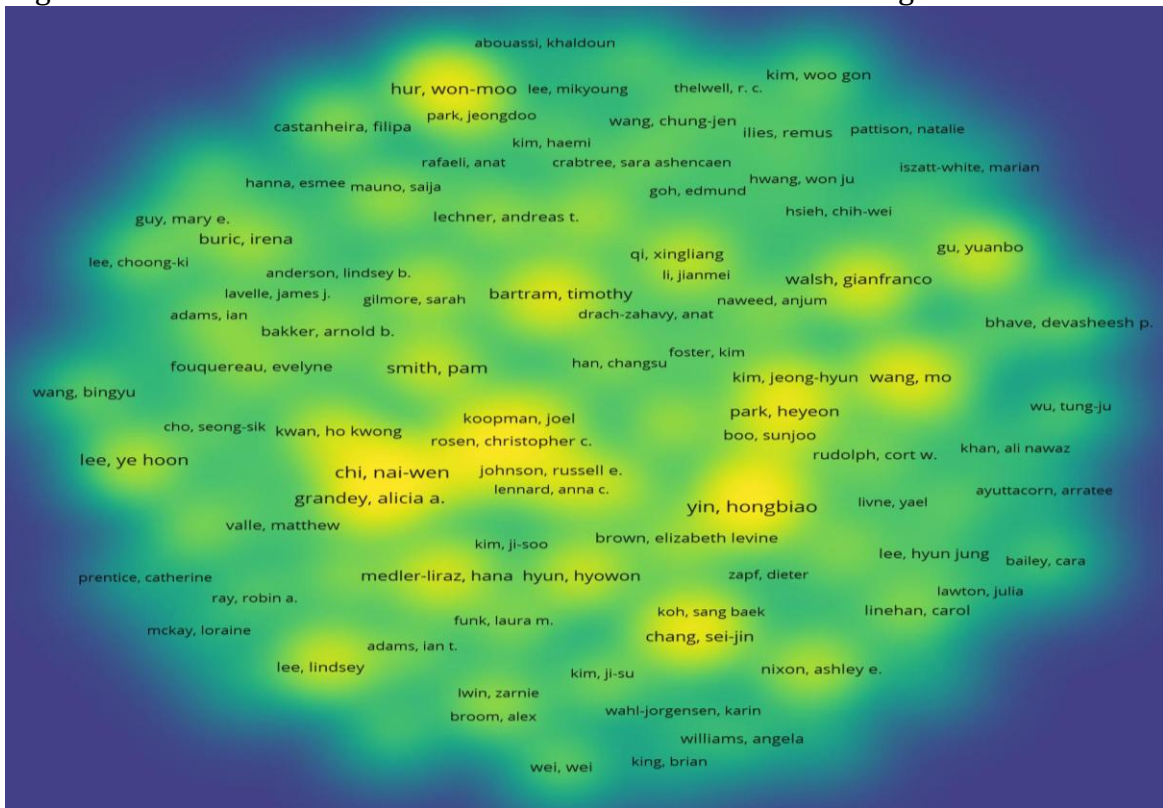
### 5.4 Co-word Analysis

Co-word or co-occurrence analysis is used to investigate the current or future relationships among themes in a research field by focusing on the written content of the publication itself. Unit of analysis was keywords and data required was keywords used in articles. Figure 25 and Figure 26 shows most used keywords in articles from WOS and Scopus database.

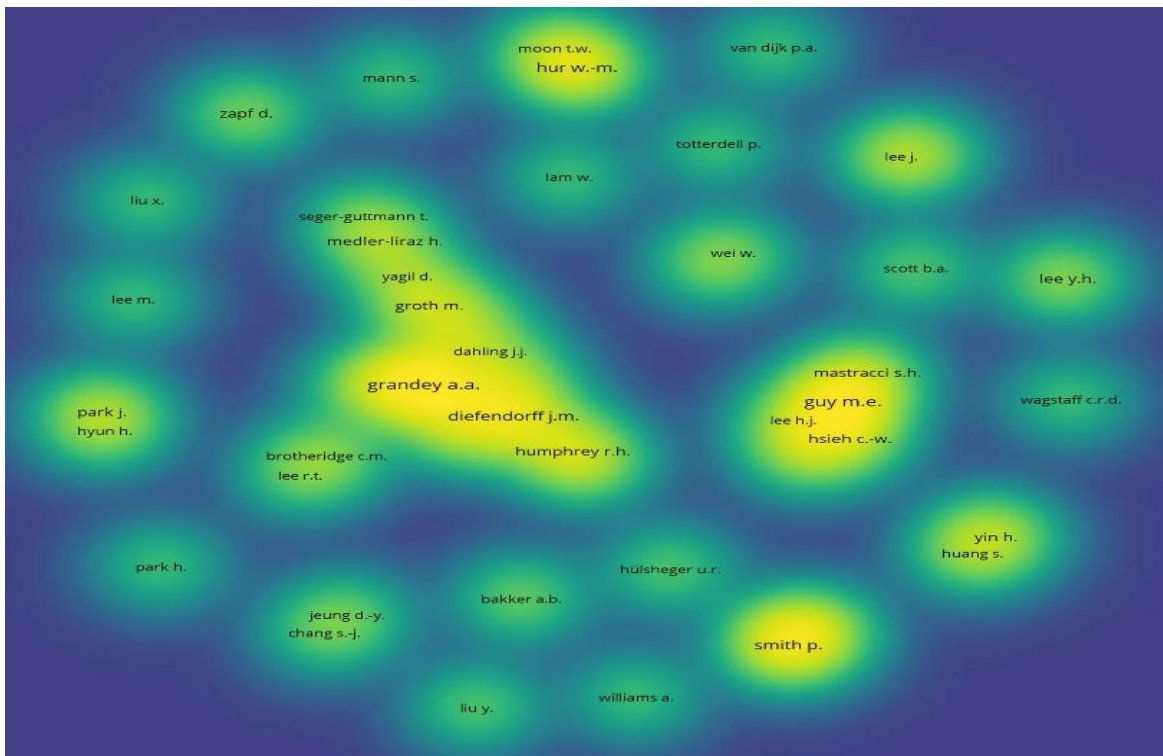


was authors and their affiliation (organization and country). Data required was authors, organization and countries.

Figure 27 and Figure 28 shows that how much collaboration between authors, organizations and countries in emotional labour research is existing.



**Fig 27. Co-authorship network map using authors as unit of analysis from WOS database**



## **Fig 28. Co-authorship network map using authors as unit of analysis from Scopus database**

### **6. Conclusion**

This article offers a bibliometric analysis of emotional labour research to determine the research areas within which researchers are exploring emotional labour, the languages used in publication of such research articles, year-wise trend in the number of publications, the most pertinent journals for literature review, and the most prolific and most cited authors in emotional labour. This study offers a guide to those who are entering the field of emotional labour, providing information on which journals to consult and which authors are most distinguished. The bibliometric analysis of 1438 documents gathered from the Web of Science (WOS) database and 2853 documents from Scopus database shows that 1238 and 2224 are scientific articles. The most used language for publication is English, the area with most published documents is business economics, management, psychology etc. The term emotional labour first appears in 1983, but only after 2015 the concept really begins to attract researchers' attention, and the number of publications begins to increase year on year. The country responsible for most emotional labour research is the United States and UK. The journal from Scopus that has published the most on emotional labour research is the *International Journal of Work Organisation and Emotion* which has an impact factor of 0.69 and *Frontiers in Psychology* from WOS which has impact factor of 2.78. The most prolific author in Emotional labour is Alicia Grandey (23 documents and 3156 citations) from Scopus database and Yin, H.B. (12 documents and 145 citations) from WOS database.

This study reveals some findings that can help guide researchers in the field of emotional labour, although future studies should include articles that do not belong to the WOS and Scopus and therefore have no impact factor. Because they have no impact factor, the scientific community does not consider these articles as relevant, but they would nonetheless supplement the data used in the present study with more information about emotional labour. Furthermore, subsequent bibliometric studies could restrict the bibliometric analysis by studying only emotional labour articles within the WOS and Scopus and excluding any document that is not an article, like reviews, proceedings, book reviews, and so forth.

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