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A Field Study on the Awareness of Emotional Labour: Kocaeli Case / “Duygusal Emek” Farkındalığına İlişkin Bir Alan Araştırması: Kocaeli Örneği

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ABSTRACT

This research aims to investigate the concept of emotional labour which states that employees' emotions should be managed as part of their jobs. Employees are expected to manage their feelings in the workplaces and display appropriate emotions while interacting with their customers. The use of emotional labour has become especially important in the service sector, where interaction with the customer is necessary. Businesses' approaches to emotional labour are highly pragmatic, and they believe that employees' emotions should be professionally managed and educated in their jobs. This point of view brought a new dimension as emotions besides physical and mental dimensions of labour. This research aims to examine the concept of emotional labour in a critical view through the findings of a field study. The interviews were conducted with sales representatives working in various stores in Kocaeli to investigate their awareness of emotional labour usage as a main purpose of this research. As a result, the use of emotional labour in employees has been seen as a "natural" and "necessary" situation.

KEYWORDS Emotional Labour; Managed Heart; Managed Feelings

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