A R T I C L E

Emotional Labour: A Bibliometric Analysis and Implications for Future Research

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Abstract

This study aims to review the diversified and extant literature on sustainable finance and the performance of financial institutions using the Bibliometric and Theories, Contexts, Characteristics, and Methodologies (TCCM) framework by selecting quality papers from the Scopus and Web of Science databases. The study shows that sustainable financing and financial institutions' performance is an emerging field of study, gaining momentum in emerging economies. The study presents top authors and journals, most productive countries, co-occurrence of keywords, and co-citation network by conducting bibliometric analysis. The study investigates major theories, methodologies, and independent and dependent variables used by the studies along with the context of the study. The study concludes that sustainable practices, sound relationships with all stakeholders, financial and non-financial information disclosure, and sound management practices enhance financial institutions' sustainable performance. The study will be a helpful yardstick for financial institutions' policymakers, regulators, and executives in their institutions' policymaking, regulation, and efficient operations. The study will motivate a business person to follow sustainable practices in their business. Besides, the study will be useful for the researcher and academicians in identifying future research discourse.

Keywords: Bibliometric analysis, Emotional Labour, Deep acting, Biblioshiny, Surface acting.

1 Introduction

Emotional labour is the induction or suppression of emotions to preserve a socially desirable exterior appearance (Hochschild, 1983). Arlie Russel Hochschild coined "Emotional labour" term in her book "The Managed Heart: Commercialization of Human Feeling" in 1983. She described emotional labour as the control of emotional expression such that it can be seen by the workers in their movements or facial expressions (Hochschild, 1983). She observed the flight attendants who dealt with customers in every situation. They must be calm even if they are frustrated or angry. Their emotional labour is very crucial in service delivery. They have to hide their true emotions and display only the required emotions on the job. She refers to emotional labour as a job requirement (Hochschild, 1979a). Emotional labour is exchanged for a salary and has some market worth(Zapf, 2002). The act of displaying the appropriate emotion is emotional labour (Ashforth & Humphrey, 1993). Allowing emotional freedom is assumed to hinder organisational operations or cause irrationality (Yin, Huang, & Lee, 2017). To ensure that employees' emotions, behaviours, ideas, and actions align with the organisationally expected emotions, Emotional labour processes are typically designed (Huys & Renz, 2017). Employees are thus held accountable for their behavioural standards regarding which emotions should be displayed and which should be hidden (Rafaeli & Sutton, 1987).

Hochschild (1983) states that employees employed surface acting and deep acting to display appropriate emotions at the workplace. In surface acting, we purposefully alter our physical attributes to reflect our feelings (Mikolajczak, Menil, & Luminet, 2007). It is the deliberate alteration of one's appearance to match one's inner thoughts. The implication is that genuine feelings are unaffected and only external behavioural expressions require changes (Benita, Levkovitz, & Roth, 2017). Employee changes their external appearance to replicate necessary emotions that are not always privately felt. It is also known as "acting in bad faith," as it relates only to externally visible expressions, and entails the suppression of actual emotions and the creation of fake emotional displays by organisational guidelines (Dahling & Perez, 2010). Deep acting is an acting technique where actors alter their outward behaviour and inner emotions (Grandey, 2003)It is a type of self-inflicted genuine emotion (Hochschild, 1983, p. 35). Deep acting is the process of altering feelings to experience and express appropriate emotions (Diefendorff, Croyle, & Gosserand, 2005). Deep acting calls on us to use several techniques to alter our internal emotions so that they become genuine emotions that we can freely present to others. So, individuals adjust their inner feelings to portray the emotion they want to display or that a profession requires, instead of simply pretending to feel something they do not (Mann & Cowburn, 2005). In surface acting workers may witness dissonance, but not in deep acting due to the level of authenticity attained (Lee, Chelladurai, & Kim, 2015)Depending on how employees perceive and adhere to the organisation's emotional labour display rules, different types of emotional display regulations raise employees' emotional labour levels and have diverse effects on both the individual and the organisation (Schaubroeck & Jones, 2000).

(Geddes, 2000) initiated the development of measures and empirically identified dimensions of emotional labour. Additionally, (Chu & Murrmann, 2006; Çukur, 2009; Diefendorff, Croyle, & Gosserand, 2005; Glomb & Tews, 2004; Grandey, 2003) are other existing measures. Various theories in emotional labour research such as 'Affective event theory' (Weiss & Cropanzano, 1996), 'social exchange theory' (Bardis & Sills, 1969), and 'emotional regulation theory' (Gross, 1998a, 1998b) have been formulated and validated. Antecedents of emotional labour include leader-centred, Affective factors, Individual factors, organisational injustice and others. Emotional labour can affect employees (burnout, job tension, absenteeism, job satisfaction), organisation (job performance, turnover, productivity) and customers (loyalty intentions, satisfaction and orientation) (Yang & Chen, 2021).

Studies on emotional labour conducted in the past have looked at its detrimental effects on workers ('Brotheridge & Grandey, 2002; Martínez-Iñigo, Totterdell, Alcover, & Holman, 2007'). Employees who perform emotional labour consistently come to believe that they are hypocrites, making it challenging for them to communicate their feelings even once they have left their positions and returned to their daily lives (Bailey, Scales, Lloyd, Schneider, & Jones, 2015). Emotional dissonance results in emotional tiredness and has negative effects on one's physical and mental health (Andrew Morris & Feldman, 1996). However, researchers are now concentrating on the benefits of emotional labour for both individuals and organisations (Austin, Dore, & O'Donovan, 2008). According to several studies, emotional labour has advantageous psychological impacts on employees in organisations (Pugliesi, 1999)People who have optimistic expectations not only experience more pleasant feelings over time, but their overall sense of daily well-being is also more closely tied to positive emotional experiences and less directly associated with negative emotional experiences (Updegraff, Gable, & Taylor, 2004). Positive emotions are amplified which leads to higher job satisfaction and less stress. A positive emotional expression among employees boosts self-efficacy, job effectiveness, and psychological well-being (Côté & Morgan, 2002).

In a variety of organisations such as hotels, banks, hospitals, airports, and stores, employees always supress their true emotions during customer interaction (Yang & Chen, 2021); (Jain & Sharma, 2020) Emotional labour is considered a central component during interpersonal contact on the job. Thus, the emotional labour concept can be applied to the majority of the workforce (Yang & Chen, 2021) . Studies on emotional labour have appeared in psychology, sociology, management and marketing. Thus, literature is fragmented across various disciplines and there is a need to provide an overview on different domain.

Despite the extensive research on emotional labour, there remains a notable gap in understanding the evolving landscape of this construct. Existing studies often focus on specific populations, neglecting the broader intellectual discourse surrounding emotional labour (Hsieh, Guy, & Wang, 2019; Wu & Wei, 2022). Additionally, most of the research lacks a bibliometric perspective, which could provide valuable insights into the trends, patterns, and influences shaping this field over time.

Our study seeks to bridge this gap by conducting a comprehensive bibliometric analysis of emotional labour research. By systematically analysing a vast array of scholarly publications, we aim to uncover the key contributors, seminal works, and emerging themes within the field. This approach offers a novel perspective on the evolution of emotional labour research, providing researchers, practitioners, and policymakers understanding of the literature on emotional labour and prospects for further investigation.

This research aims to identify and evaluate the publication patterns of emotional labour using bibliometric analysis. Earlier, bibliometric studies focus particularly on teaching (Wu & Wei, 2022), front-line service employees (Subramony, Groth, Hu, & Wu, 2021) and public administration (Hsieh, Guy, & Wang, 2019). These studies narrowly analyse literature emphasising the particular population. It was found that no bibliometric study has been done on emotional labour in the Business and management domain. Considering this, current work conducts a bibliometric analysis of this topic based on the papers included in the Scopus database over the last 10 years to address the following research questions.

RQ1: what is the publication and citation trend of emotional labour research?

RQ2: which are the most prolific sources and cited papers of emotional labour research?

RQ3: What are the collaboration patterns across countries in emotional labour research?

RQ4: what is the relationship between the author's keywords, authors, and countries of emotional labour research?

RQ5: what are the trends in keywords in emotional labour research?

Young researchers, especially those who are just starting to investigate this topic, will find the findings of this study useful since it will enable them to find the best papers, journals, prolific authors, and research hotspots.

The study is divided into four sections. Section one has an introduction to emotional labour. A detailed explanation of the methodological processes is provided in the second part. The third segment displays the results of the data analysis. The main limitations are then examined, along with implications and suggestions for future research in the fourth part.

2   Methodology

Bibliometric mapping analysis is carried out in the present study. Recently, bibliometric analysis has become popular across a broad spectrum of fields (Arici, Yildirim, Caliklar, & Yilmaz, 2019; Kaur, & Singh, 2023). This growing recognition among researchers could likely be attributed to the bibliometrics' suitability for science mapping (Aria & Cuccurullo, 2017). This section details the complete method for carrying out the bibliometric mapping analysis used in this work, including data collection, screening, extraction, and synthesis.

2.1   Literature search and data collection

Studies published in peer-reviewed journals were chosen by retrieving the information from the Scopus database using a Boolean search. The Scopus database was chosen since it has a significant number of peer-reviewed publications of high quality and offers more articles recorded in terms of citations (Heradio et al., 2016). The Scopus database cites and briefly describes scientific publications. Our first step was to search the Scopus database for relevant documents. Compound keywords are concatenated using the "OR" operator to create a search string. The search field contained keywords like "emotional labour" or "emotional labour." Without any filtering on these terms, the initial search returned 3172 documents. Only final articles on business and management subject areas published in English between 2013 and 2022 were chosen for the next step. This study excludes conference proceedings, book chapters, press articles, and articles published in languages other than English. To filter out publications relating to conference proceedings and unpublished data, our investigation is limited to journal articles. A total of 510 articles were collected based on inclusion and exclusion criteria.

The authors do not claim that an exhaustive collection of data was obtained because the database was only restricted to Scopus. There may be little risk of omitting data from other databases like Web of Science, PubMed, etc. if a compatible formatting standard that facilitates the integration of data created from several databases exists. This goal is presently not supported by the bibliometrix R-package software which were used in the present study. However, enough articles are retrieved from the Scopus database for analysis.

Figure 1: PRISMA Approach Flow Diagram for Sample Selection
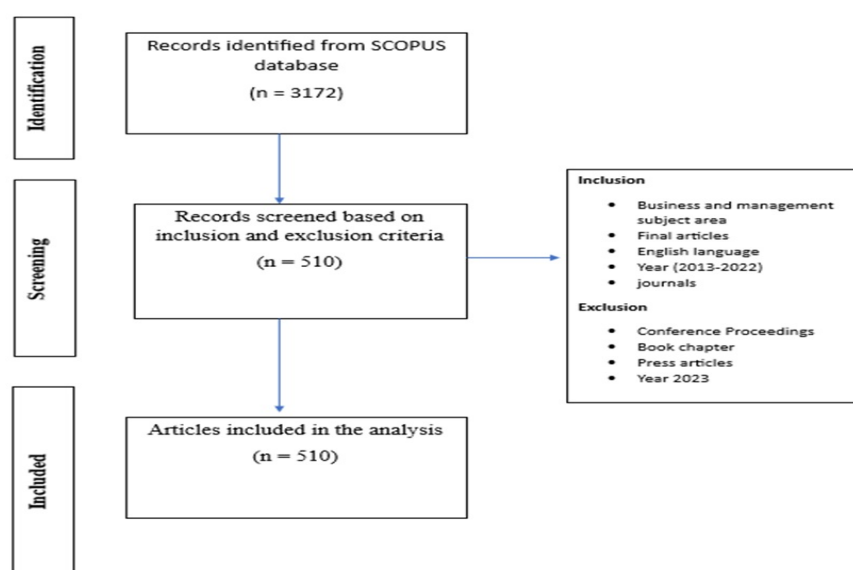
Source: Authors' representation of analysis using PRISMA template

2.2 Data extraction, loading, and conversion

A total of 510 articles data were gathered after refinement based on the inclusion and exclusion criteria. For analysis, these data were exported. We are grateful that Scopus platform allows the export upto 2000 articles data at once unlike Web of Science (WoS) only permits the export of 500 data at a time. Moreover, Scopus enables researchers to export data into a variety of file formats, including CSV, Plain Text, BibTeX, RIS formats, etc. Data was exported in CSV format, which was then imported into biblioshiny for bibliometrix tools.

2.3 Bibliometric analysis and software package

Numerous tools are available in this software for conducting quantitative research. The analysis is done using the bibliometrix R-package, an open-source tool. Aria and Cuccurullo developed the R-package and wrote in the R language (Aria & Cuccurullo, 2017). It includes the algorithms used in scientific and statistical mapping analysis. A web interface programme (Biblioshiny) was added to the most current versions of the bibliometrix R-package (i.e., 2.0 upwards) to help users who lacked coding abilities conduct bibliometric analysis. The Biblioshiny interface supports the import of data from databases such as Scopus or Web of Science in BibTex, CSV, or Plain Text formats (Agbo, Oyelere, Suhonen, & Tukiainen, 2021).

3 Data Analysis

3.1 Descriptive analysis

The Scopus database was used to acquire the information, which was then evaluated using the Biblioshiny package in RStudio. The results are shown in Table 1 along with pertinent and thorough descriptive information. It was found that between 2013 to 2022, 510 documents were collected from 212 distinct sources, with an average of 17.36 citations per document. The term "author's keywords" (DE), as it is used in this study, refers to a precise set of keywords that the authors of a publication have listed (often fewer than ten) to describe the focus of their study as used in the full text. In contrast, "keyword plus (ID)" refers to longer keywords and phrases generated by the Scopus system, which are composed of terms from references referenced in a publication(Tripathi, Kumar, Sonker, & Babbar, 2018).1388 Author's keywords and 317 Keyword Plus are used in research papers related to emotional labour. A total of 29980 references are used in the study. The annual growth rate (2.91%) suggests that this research area is growing significantly. There have been 1052 authors who have added to the body of knowledge in this field of study.
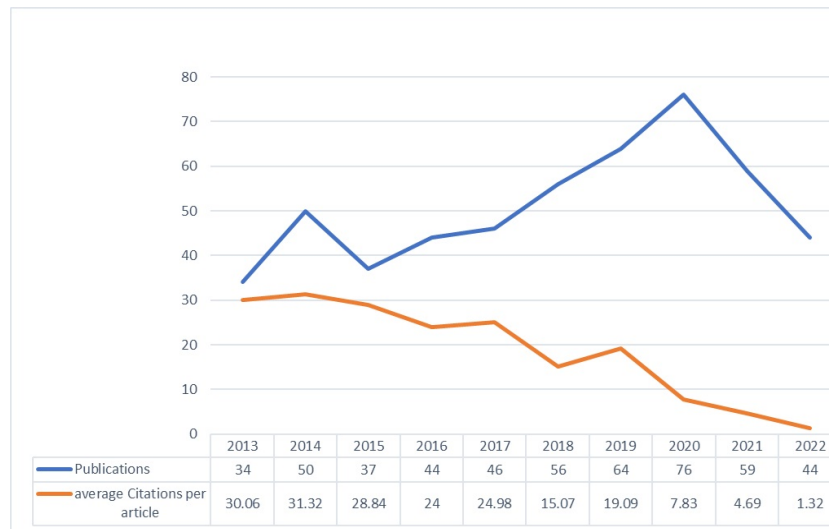
Table 1. Descriptive Analysis

Description Results

MAIN INFORMATION ABOUT DATA	
Timespan	2013:2022
Sources (Journals, Books, etc)	212
Documents	510
Annual Growth Rate %	2.91
Document Average Age	5.09
Average citations per doc	17.36
References	29980
DOCUMENT CONTENTS	
Keywords Plus (ID)	317
Author's Keywords (DE)	1338
AUTHORS	
Authors	1052
Authors of single-authored docs	89
AUTHORS COLLABORATION	
Single-authored docs	98
Co-Authors per Doc	2.56
International co-authorships %	25.49
DOCUMENT TYPES	
Article	510

3.2   Publications Growth Trend

Figure 2, shows research publications year-wise and average citations per article on emotional labour from 2013 to 2022. The publication increases significantly from 2013 to 2020 and then starts declining. 76 documents were published in 2017 and this was the most research productive year. The average citation per article is varied with the highest received in 2014 and the lowest received in 2022.

Figure 2. The Publications and Citation trend on Emotional labour Research(2013- 2022)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Publications	34	50	37	44	46	56	64	76	59	44
average Citations per article	30.06	31.32	28.84	24	24.98	15.07	19.09	7.83	4.69	1.32

3.3   The Most Relevant Sources

In Figure 3, the top 10 sources are listed. Researchers may find literature on emotional labour using this list, which is highly helpful. "The International Journal of Hospitality Management" has published the highest number of articles (26). The "International Journal of Work Organisation" (17), "International Journal of Contemporary Hospitality" (13), and "gender, work, and organisation" (12) have all published a significant number of publications that are beneficial to researchers. All these listed sources are Scopus indexed which confirms the high quality of publications. The most recent and pertinent literature can be found in these journals.

Figure 3: The Most Relevant Sources Based on the Number of Publications
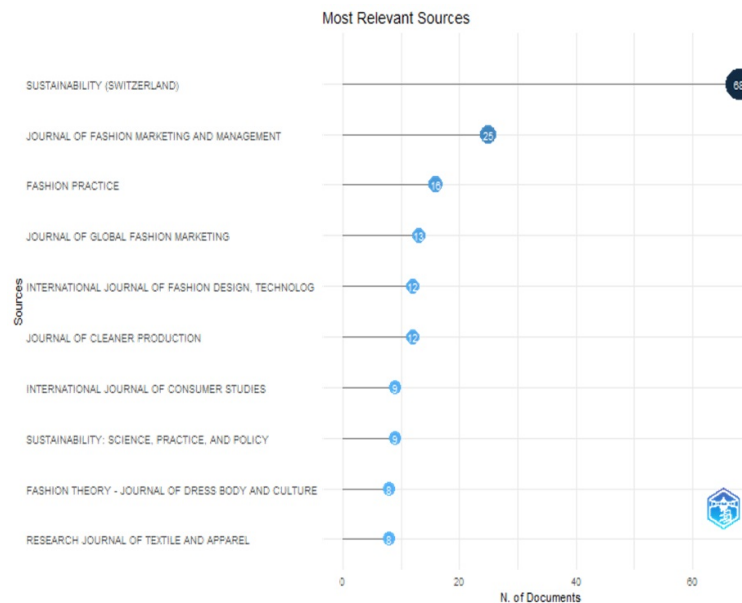
3.4   3 Factor Analysis

Figure 4 depicts the connection between authors, nations, and keywords. The three-factor analysis identifies the top authors linked to our study, the most often used keywords in publications, and affiliated nations. (Hur w-m) and (Gabriel a s) are the top 2 authors belonging to Korea and USA respectively and they favour using subareas that have close relationship with emotional labour such as emotional exhaustion, emotional regulation, job stress, burnout, surface acting, deep acting, job performance. Guy me is India's top author who has worked on keywords like job satisfaction and burnout.

Figure 4: Relationship among Keywords (Left), Authors (middle) and Countries (right)
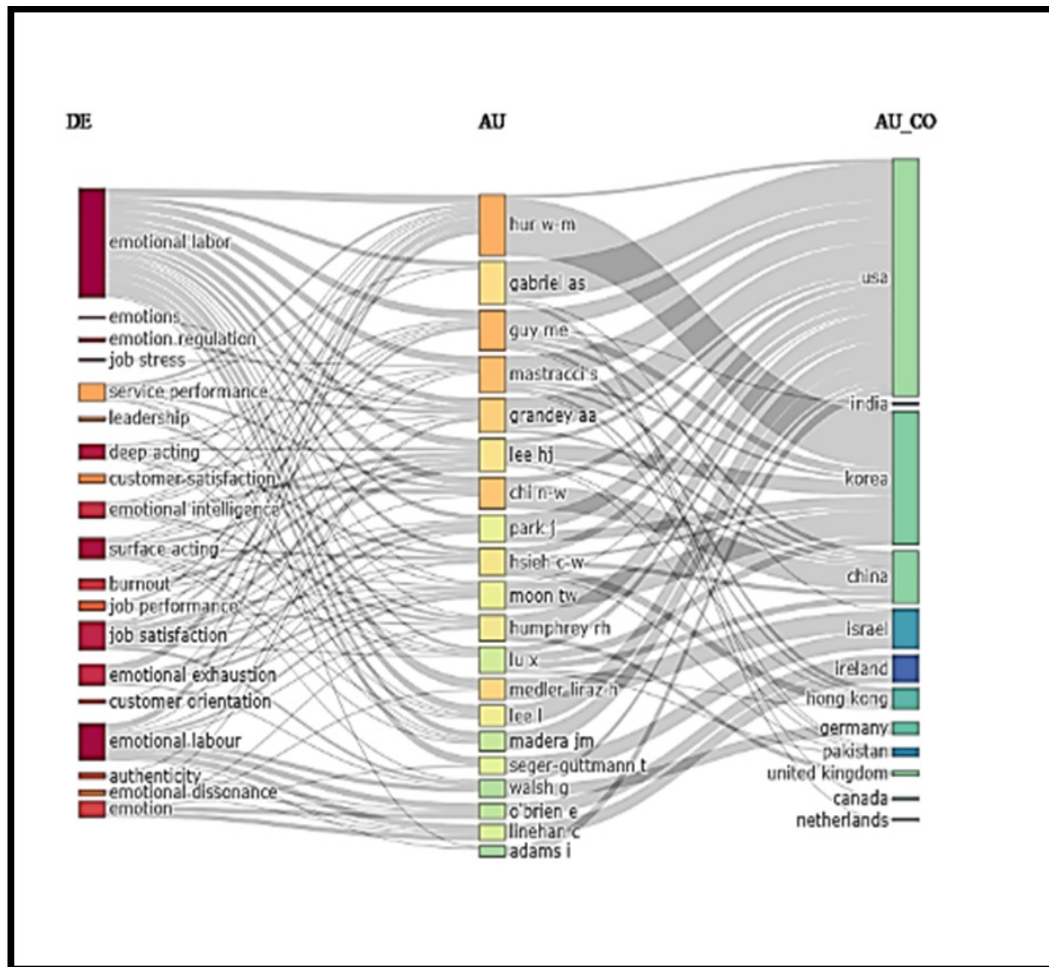
3.5   Top 10 cited documents based on local and Global citations

The top 10 articles in the field of emotional labour over the past ten years with the most local citations are shown in Table 2. Global citation of each article has also been mentioned. The total number of citations a document has got across the entire database, in this case, the Scopus database, is measured by global citation. A document's impact is also gauged by the global citation, which in most cases includes citations from disciplines other than the one in which the document was first published. On the other hand, local citation counts the citations that originated from other publications that were part of the data analysis. The local citation also gauges a document's significance within the examined collections (Chae, 2022). The article titled "The Bright Side of Emotional Labour" gained the highest number of local citations (54) and global citations (203). This paper emphasises the benefits and positive side of emotional labour. According to the study, emotional labour can increase employee well-being, customer satisfaction, and overall company effectiveness when carried out and handled effectively (Humphrey, Ashforth, & Diefendorff, 2015). This article has been published in the Journal of Organisational Behaviour. "Emotional Labour Threatens Decent Work: A Proposal to Eradicate Emotional Display Rules", "The Role of Occupational Emotional Labour Requirements on the Surface Acting–Job Satisfaction Relationship" and "Emotional Labour Dynamics: A Momentary Approach" **are the next top 3 papers with higher citation.**

Table 2: Top 10 Cited Documents

Rank	Title	Journal	Local citation	Global citation
1	"The Bright Side of Emotional Labour"	"Journal of Organisational Behaviour"	54	203
2	"Emotional Labour threatens decent work: A proposal to eradicate emotional display rules"	"Journal of Organisational Behaviour"	26	93
3	"The Role of Occupational Emotional Labour Requirements on the Surface Acting–Job Satisfaction Relationship"	"Journal of Management"	24	80
4	"Emotional Labour Dynamics: A Momentary Approach"	"Academy of Management"	24	94
5	"The role of perceived organisational support on emotional Labour in the airline industry"	"International Journal of Contemporary Hospitality Management"	23	85
6	"An emotional Labour perspective on the relationship between customer orientation and job satisfaction"	"International Journal of Hospitality Management"	22	67
7	"Emotional Labour in the hospitality industry: The influence of contextual factors"	"International Journal of Hospitality Management"	22	100
8	"Driving it Home: How Workplace Emotional Labour Harms Employee Home Life"	"Personnel psychology"	17	124
9	"Alleviating the Burden of Emotional Labour: The Role of Social Sharing"	"Journal of Management"	16	55
10	"Frontline employees' passion and emotional exhaustion: The mediating role of emotional Labour strategies"	"International Journal of Hospitality Management"	15	70

3.6 Keyword co-occurrence analysis

The study employed biblioshiny to map the keyword network of titles with a frequency filter set at 25 for the minimum keyword occurrence. The titles of the articles were used to form clusters, which showed a high association between each term in the cluster. Similar coloured keywords are typically grouped since they are closely linked.

As seen in Figure 5, a total of 10 clusters were formed. The blue cluster has the highest number of keywords (25) like emotional, labour, employees, service, performance, burnout, influence, stress and many more highlighting that these keywords were most used by authors in the titles of articles. Keywords such as job, impact, orientation, exhaustion, satisfaction, and many more form clusters (purple) with 12 keywords. Similarly, other clusters were represented in different colours. The less used keywords in the cluster help the researcher to consider them in future studies.

Figure 5: Keyword Network
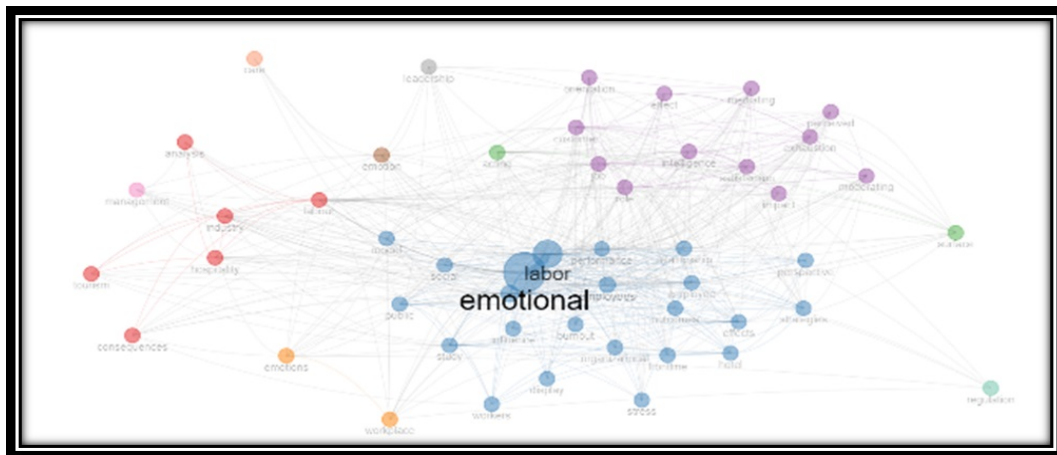
Table 3: Most Frequent Keywords

Keywords	Occurrences	Keywords	Occurrences
Emotional Labour	344	Emotional Intelligence	37
Surface Acting	62	Burnout	29
Deep Acting	47	Emotion	28
Job Satisfaction	45	Emotion Regulation	14
Emotional Exhaustion	40	Authenticity	13

3.7 Most Frequently Used Keywords

Table 3 shows the 10 most frequently used keywords by authors. The most occurred terms are emotional Labour, surface acting, deep acting, and job satisfaction. Burnout, emotion regulation and authenticity are comparatively less used keywords by authors. Authors can study less-used keywords in future studies of emotional labour.

3.8 Thematic analysis

Thematic keyword mapping reveals the research topic, key terms, and how they relate to one another. A thematic map uses a two-dimensional plot with centrality and density as dimensions (Figure 6). The map is divided into four quadrants. The motor theme in the upper right quadrant shows a theme with a high relevance and development degree. "Authenticity," "customer satisfaction" and "service performance" are motor themes. These keywords highlight the developed and important concepts. The upper left quadrant shows a Niche theme with low centrality and high density. "well-being," "service quality" and "service quality" are keywords that may not have a substantial impact on the broader research landscape. Themes with low centrality and density are the emerging and declining themes in the lower left quadrant. "Emotion management" is a less developed and less significant theme. The basic theme has high relevance and low-density showing themes which are significant but less developed. The researchers should focus on basic themes more for future studies. "Emotional labour, leadership and nursing" and "Emotional labour, surface acting and deep acting" are basic themes.

Figure 6: Thematic Analysis

3.9 Co-citation network of publications

The number of journals in which the reviewed publications were spread out shows how important this topic is. In Figure 7 Articles that are connected by lines show that they have been discussed together in other publications. In bibliometric analysis, this kind of citation interaction is known as co-citation. The line thickness, which is related to the article's relevancy, displays the number of co-citations. The high network density is a sign of the considerable attention that emotional health has gotten from numerous scientific sources. The articles (Ashforth & Humphrey, 1993; Hochschild, 1979b) are frequently cited together with other works.

3.10 Country's Collaboration Network

The social network of authors within a field specifies the connection between two or more people, institutions, or nations in terms of collaboration (Song, Chen, Hao, Liu, & Lan, 2019). The USA is the leader in publishing collaborations and the highest number of collaborations has been done by the USA with China, Korea, and Canada (table 4). The USA has a significant advantage over other nations in terms of publications and citations, illustrating the vast regional divide in this discipline.
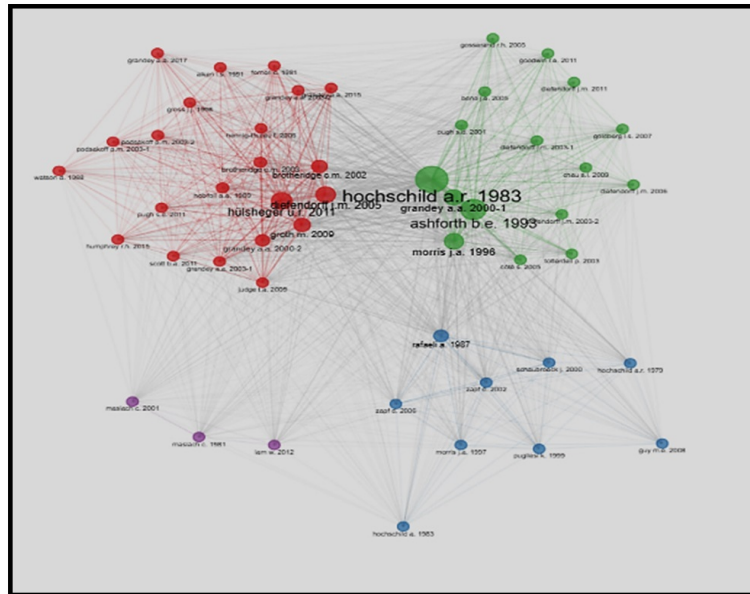
Figure 7: Co-citation Network of Publications

Table 4: Countries collaboration

From	To	Frequency	From	To	Frequency
USA	CHINA	20	CHINA	AUSTRALIA	6
USA	KOREA	18	CHINA	HONG KONG	5
USA	CANADA	7	AUSTRALIA	CANADA	4
USA	AUSTRALIA	6	CHINA	KOREA	4
USA	HONG KONG	6			
USA	SINGAPORE	5			

4   Conclusion

The present study aimed to synthesize the available literature and provide a comprehensive understanding of emotional labour to future research scholars. 510 articles, out of 3172 total, after inclusion and exclusion criteria were retrieved from Scopus for the bibliometric study to achieve this purpose. This study has generated a list of significant authors and sources of references that will aid scholars in finding papers of high calibre. The top-ranked journals list has been significantly influenced by publications from the United States, with the International Journal of Hospitality Management being one of the top-ranked journals. From 2013 to 2022, several authors contributed to the publication journey and published articles on emotional labour. The three most prolific and significant authors are Hur w-m, Gabriel a s, and Guy Me. The article titled "The Bright Side of Emotional Labour" gained the highest local citations (54) and global citations (203). This article has been published in the Journal of Organisational Behaviour. The author's keyword analysis has uncovered themes and fresh research ideas. The USA has gained attention through producing the most publications, authors, journals, and collaborations with other nations. It also has received the most citations. Most research-oriented institutions are in the United States. Indicating that this subject is understudied in other countries, there is a significant disparity between the USA and other countries in the creation of publications and citations. To enhance this field of study, we believe that our findings will provide direction for future research. This study may be used by the researcher to pinpoint the most crucial problems and areas in need of prompt action.

Implications

Our study offers valuable implications by providing a comprehensive overview of the emotional labour research landscape. By uncovering key contributors, seminal works, and emerging themes, our findings can guide scholars in identifying gaps in the literature and areas ripe for further exploration. Additionally, our bibliometric analysis methodology serves as a model for conducting rigorous research in this field, contributing to methodological advancements, and promoting scholarly excellence. Insights derived from our bibliometric analysis can inform workplace policies and practices related to emotional labour management. Organisations can utilize this knowledge to develop strategies that support employees in effectively navigating emotional demands, ultimately enhancing job satisfaction, well-being, and productivity.

5 Limitations and Future Directions

Regarding the study's limitations, data for the study was exclusively gathered from Scopus. Obtaining data from multiple databases, like PubMed, Google Scholar or Web of Science, will greatly enhance study. Given this, it is probable that some pertinent articles that were only listed in one of these databases were missed. Emotional labour is the only keyword used in querying the database. Other keywords like emotional regulation and emotional management can be explored by future research scholars for more comprehensive study. Since only English was taken into consideration, we were unable to include articles authored by experts in emotional labour that have been published in other languages. These articles might offer more useful details. Only final publications that appeared in journals between 2013 and 2022 were considered. Articles published prior to 2013 may produce different results if included. Researchers are advised to add more scientific article repositories, especially those with a national scope, and more varied keywords to acquire a more thorough view of the study. Despite its limitations, the analyses' findings provide insight into the state of ongoing research and areas for future study, and this can be used as a starting point for future research into the consequences of emotional labour in the workplace. Aspiring researchers can access the top articles, well-known authors, and areas of study interest for emotional labour with ease.

Disclosure Statement

The authors declare that there are no conflicts of interest that relate to the research, authorship, or publication of this article.

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