

A Study on Measuring Emotional Labor and Burnout Levels of Shopping Mall Employees: The Case of the Province of Konya

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Abstract : As a result of globalization and changing consumer preferences, the number of shopping malls has increased significantly in recent years. Consumers prefer shopping malls to both do comfortable shopping in a short time and benefit from the social facilities there. Employees, who are obliged to behave to the consumers in the way the company wants them to do, often spend intensive emotional effort because companies buy the emotions the employees must display to customers in order to ensure customer satisfaction. The emotions the employees constantly try to contain may lead to the phenomenon of burn-out in time. This study was conducted to reveal the relationship between the emotional labor and burn-out levels of shopping mall employees, who work in shopping malls and are supposed to reflect the corporate culture.

Keywords : emotional labor, burnout, shopping mall employees

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