

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 19th June 2018**
at **1 p.m.** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

Author:

Prof. dr. Christian Fieseler; BI Norwegian Business School

will present the article:

“Managing Emotional Labor in the Digital Economy”

“Emotional labor is traditionally associated with a variety of service providers who have to regulate their feelings and their emotional displays as part of their daily jobs. In the literature, emotional labor often takes on the face of smiling waitresses, compassionate nurses or stern bill-collectors. In order to ensure these desired displays of emotions, organizations instill specific emotional labor practices through a variety of direct measures such as guidelines, internal policies and personnel training as well as through peer- and supervisor review and feedback.

In the digital, in particular sharing, economy, emotional labor plays a central role – and not just on the service provider side, but also on the side of the service consumer. Since experiences in the sharing economy are inherently co-created between providers (e.g. hosts, drivers) and consumers (e.g. guests, passengers) both sides routinely engage in emotional labor as they regulate their feelings and their emotional displays to facilitate a successful sharing experience. Here, little is known about how organizations in the sharing economy manage enforce emotional labor among actors outside their direct sphere of influence.

Our research first provides insight into how both providers (e.g. hosts, drivers, etc.) and consumers (guests, passengers, etc.) of the sharing economy engage in emotional labor for the benefit of the overall sharing experience quality. Second, we show that platforms, as facilitators of the exchange relationship, actively encourage such emotional labor practices even in the absence of direct formal power. Emotional labor is encouraged through (hard) design features such as mutual ratings, reward systems, and gamification, as well as through subtler (soft) normative framing of desirable practices via platform and app guidelines, tips, community sites, or blogs.

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:
research.seminars@ef.uni-lj.si by Monday, 18th June 2018.

You can find all information regarding future research seminars on following link:
http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference

We look forward to seeing you!

