

RESEARCH

**Impact of Emotional Labor on Job Satisfaction; using Perceived
Organization Support as a moderator in the Higher education
Institutes of Punjab, Pakistan**

Submitted by

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Declaration

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgement has been made in the text.

Fareeha Javed Cheema

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Abstract

Emotional labor has gained significant importance nowadays. Emotional labor has a direct impact on the job outcomes. This study aims to determine the impact of perceived organization support on the relationship between emotional labor and job satisfaction. Target respondents are the teachers and the sample of 320 has been taken to conduct this study. Perceived organization support may prove to be helpful in alleviating the negative impact that occurs due to the consequences of emotional acting. Negative consequences of emotional labor includes job dissatisfaction, job burnout thus results negatively in terms of lower performance of the organization. Result suggests that perceived organization support strengthens the relationship of emotional labor strategies and job satisfaction and perceived organization support can be one of the variables that helps the company to improve the overall morale of the employees.

Chapter 1 : Introduction

1.1. Background:

Emotional labor is considered an inevitable part of human services profession (Cheung & Lun, 2015). “Emotional labor” has gained a significant attention nowadays due to rapid growth of the service sector and the increasing interest in the study (Basi & Begenirbas, 2012). Emotional labor is considered a crucial factor in the service sector which has a significant impact on the economy (Lockyer, 2013). Since the economy grows, the major percentage of GDP constitute of the service sector (Lockyer, 2013). So, the importance of the phenomena like emotional labor cannot be ignored particularly in the service sector. In Pakistan, service sector account for 54% of GDP (Ahmed & Ahsan, 2011). Due to the growing share of the service industry, developed countries seek to determine new ways for creating the competitive advantage by delivering the high quality services to the customers (Shani, Uriely, Reichel & Ginsburg 2014).