

A study of the relationships among transnational corporation's customer participation, employee emotional labor and job

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ABSTRACT

The purpose of this study is to investigate whether emotion labor has intermediary effect to customer participation and job involvement. The sample was made up of 101 full-time employees and 303 customers of national cosmetic industry. We analyzed the data by using hierarchical regression analysis. We conclude 4 major results of this study as follows:

- (1) Customer participation is significant positively related to employee emotional labor.
- (2) Employee emotional labor is significant positively related to job involvement.
- (3) Customer participation is significant positively related to job involvement.
- (4) Employee emotional labor has intermediary effect to customer participation and job involvement.

Discussion and suggestions for future research are provided. We hope that the findings will be valued for human resource managers.

Keywords : customer participation、 emotional labor、 job involvement

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