

## GUEST EDITORS

---

Andrea Fischbach  
Benjamin Schneider

## EDITORS

---

Martin Benkenstein  
Manfred Bruhn  
Marion Büttgen  
Andreas Eggert  
Heiner Evanschitzky  
Christiane Hipp  
Helmut Krcmar  
Martin Matzner  
Friedemann W.  
Nerdinger

Volume 5

4/2021

## SPECIAL ISSUE "Emotional Labor and Service"

---

New Vantage Points on Emotional Labor  
and Its Service Context: An Introduction to the  
Emotional Labor and Service Special Issue  
*Andrea Fischbach and Benjamin Schneider*

---

A Human Experience (HX) Perspective on  
Emotional Labor and Service: Building a Service  
Climate on a Foundation of Authenticity  
and Justice  
*David E. Bowen*

---

Do Customers Regulate their Emotions?  
Development and Validation of a Model  
of Customer Emotional Labor  
*Ruth A. Imose, Arielle P. Rogers, and  
Mahesh Subramony*

---

The Role of Leadership on Emotion Regulation,  
Service Delivery, and Health: A Multi-Level Study  
*Ying Hong, Hui Liao, Aichia Chuang, and  
Yuann-Jun Liaw*

---

Emotion Regulation and Service-Related  
Attitudes: Connecting Customer Orientation  
and Service Organization Identification with  
Customer Interactions  
*Kai Trumpold, Marcel Kern, and Dieter Zapf*

C.H.BECK · Vahlen · Munich  
www.journal-smr.de



Q650202104

# Stay tuned to Service Management Research.

**MORE  
INFORMATION**  
[journal-smr.de](http://journal-smr.de)



## SMR · Journal of Service Management Research

4 issues p.a.  
incl. online access to SMR archive.  
Subscription: € 219.00 p.a. incl. VAT.  
Shipping cost p.a. € 8.50 (national)/  
€ 17.85 (international)  
and € 5.00 direct order fee

≡ [www.journal-smr.de](http://www.journal-smr.de)

A platform for the academic dialog between service researches from different economic disciplines.

It offers critical depictions of the newest developments in the central areas of service research. Thereby SMR dedicates itself particularly to interdisciplinary research agendas.

SMR is dedicated to the following publishing mission:

- The SMR is obligated to interdisciplinarity. The SMR publishes articles that comprehensively discuss economic issues on service research. Contributions from other disciplines beyond management, such as the engineering sciences, psychology or economics, are highly encouraged, provided that they address economic issues.
- The SMR claims to encourage and to initiate interdisciplinary research work. This shall take place in scientific associations and in cooperation with organizers of conferences.
- The SMR seeks for high qualitative standards. A high reputation and the ranking on a B-Journal level are aspired.
- The SMR also publishes contributions with a specific European focus, such as articles on service industries that are particularly common in Europe.
- Conceptual as well as empirical works are covered in the SMR. A fair balance of both forms of contribution is intended. The same applies to contributions on fundamental research and applied research.
- Articles published in SMR are peer-reviewed. The SMR guarantees a fast, high-quality and fair review process with a high level of transparency for both authors and reviewers. The review process will be completed on average within eight weeks.



**Vahlen**

Please order at your bookseller's or at: [beck-shop.de](http://beck-shop.de) | Verlag C.H. BECK oHG | 80791 München | Fax: +49 (0) 89/381 89-358 | [orders@beck.de](mailto:orders@beck.de) | 168626

[facebook.com/VerlagCHBECK](https://www.facebook.com/VerlagCHBECK) [LinkedIn.com/company/Verlag-C-H-Beck](https://www.linkedin.com/company/Verlag-C-H-Beck) [twitter.com/CHBECKRecht](https://twitter.com/CHBECKRecht)

## Managing Editors

*Martin Benkenstein*, University of Rostock/Germany

*Marion Büttgen*, University of Hohenheim/Germany

## Editorial Board

*Manfred Bruhn*, University of Basel/Switzerland

*Andreas Eggert*, Paderborn University/Germany

*Heiner Evanschitzky*, Alliance Manchester Business School/UK

*Christiane Hipp*, Brandenburg University of Technology/Germany

*Helmut Krcmar*, Technical University of Munich/Germany

*Martin Matzner*, Friedrich-Alexander University Erlangen-Nürnberg/Germany

*Friedemann W. Nerdinger*, University of Rostock/Germany

## Advisory Board

*Sabine Benoit*, Surrey Business School/UK

*Jörg Finsterwalder*, University of Canterbury/New Zealand

*Dwayne Gremler*, Bowling Green State University/USA

*Joachim Hüffmeier*, TU Dortmund/Germany

*Michael Kleinaltenkamp*, FU Berlin/Germany

*Werner H. Kunz*, University of Massachusetts Boston/USA

*Michael Leyer*, University of Rostock/Germany

*Peter Magnusson*, Karlstad University/Sweden

*Martin Mende*, Florida State University/USA

*Kathrin Möslin*, Friedrich-Alexander University Erlangen-Nürnberg/Germany

*Andy Neely*, University of Cambridge/UK

*Frank Piller*, RWTH Aachen/Germany

*Anat Rafaeli*, Technion Haifa/Israel

*Sven Tuzovic*, QUT Business School/Australia

*Florian von Wangenheim*, ETH Zürich/Switzerland

*Jochen Wirtz*, NUS Business School/Singapore

## SPECIAL ISSUE “Emotional Labor and Service”

### CONTENT

Editorial . . . . .	214
New Vantage Points on Emotional Labor and Its Service Context: An Introduction to the Emotional Labor and Service Special Issue By <i>Andrea Fischbach</i> and <i>Benjamin Schneider</i> . . . . .	215
A Human Experience (HX) Perspective on Emotional Labor and Service: Building a Service Climate on a Foundation of Authenticity and Justice By <i>David E. Bowen</i> . . . . .	229
Do Customers Regulate their Emotions? Development and Validation of a Model of Customer Emotional Labor By <i>Ruth A. Imose</i> , <i>Arielle P. Rogers</i> , and <i>Mahesh Subramony</i> . . . . .	241
The Role of Leadership on Emotion Regulation, Service Delivery, and Health: A Multi-Level Study By <i>Ying Hong</i> , <i>Hui Liao</i> , <i>Aichia Chuang</i> , and <i>Yuann-Jun Liaw</i> . . . . .	256
Emotion Regulation and Service-Related Attitudes: Connecting Customer Orientation and Service Organization Identification with Customer Interactions By <i>Kai Trumpold</i> , <i>Marcel Kern</i> , and <i>Dieter Zapf</i> . . . . .	270
Imprint . . . . .	284