

SPEAKER: Dr Marcus Groth
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TITLE:
Service with a smile: The role of emotions in delivering service excellence

ABSTRACT:
The emotional demands of service work are often an unacknowledged component of service jobs, yet are often a major determinant of various service outcomes, such as customer satisfaction and loyalty. Service employees who interact with customers under the guidance of organisational rules and regulations often need to display emotions dictated by the organisation through training, policies and supervision. In other words, employees are expected to consistently 'produce smiles' and suppress negative feelings (e.g., anger or annoyance towards a demanding customer) in the name of customer service excellence. My research explores the effects of such emotional labour on customer outcomes and employee well-being. I will present results of several studies which examine the impact of emotional labour requirements on customers as well as how customers' ability to distinguish between fake and authentic emotional display of employees affects the overall service outcome.

BIO:
Dr. Markus Groth is a Senior Lecturer in the School of Organisation & Management at the Australian School of Business, University of New South Wales. He earned his Ph.D. in Management from the University of Arizona in 2001. Markus' research interests focus on various service management and marketing topics with the aim of unraveling the complexities of customer service. His work focuses on managing service excellence and the role of emotions in the workplace and explores the link between employee experiences of work and service quality experiences of the customers they serve, the behavioural and emotional components of service interactions, as well as the strategies organisations employ to form and maintain relationships with their customers. His work has been published in journals such as *Journal of Marketing*, *Journal of Applied Psychology*, *Personnel Psychology*, *Journal of Management*, and *Academy of Management Executive*. In addition, he has consulted with both private and public organisations on human resource management issues and currently holds two research grants from the Australian Research Council in order to explore work design and emotional labour issues in the call centre and health care sectors.