

EMOTIONAL CAPITAL AND COMMERCIALIZATION OF FEELINGS AT WORK: AN INTERDISCIPLINARY APPROACH

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ABSTRACT

This paper presents an interdisciplinary framework between knowledge capital and emotional work as emergent concepts for business efficiency. When rationality is placed as a key point for business decision making, the emotional side of any organization would be considered as a weakness in any SWOT analysis. Econometric modeling or mathematical patterns would certainly characterize rational thinking. On the other hand, we should never forget that machines or logical judgments do not synthesize the supreme truth. Errors may be made when instinctive emotions interfere. However successful actions may be guided by sensitive thinking. The main objective of this study is to illustrate how emotions are put to corporate use and gain an exchange value from an economical point of view. An interdisciplinary model will shape an innovative approach for the use of emotions in the business environment: both emotional work and knowledge are attributes for efficiency when talking about human resources, their dynamics and potential for any organization.

KEYWORDS: *efficiency, emotional capital, emotional work, human resources.*

JEL CLASSIFICATION: *D22, J24, J31.*

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