Today's technology is used intensively working life, and caused the workforce to be employed more in the service sector. Production and consumption of services has now become proportional to the customers liking. In this context, globalization, competition between organizations with the changes brought about by the development of information and communication technologies has increased significantly. If the employee has become the most important element of the competition. Now, organizations, employees, human capital, which they see as more important than the former. The human capital of the employees' behavior can be used effectively for the purposes of the organization and the feeling has become more important idea that should be monitored. Therefore, during the execution of the work action, feelings and behaviors that reflected the environment, instead of the emergence of natural and spontaneous, taking organizational purposes, it is expected to be created in a controlled way. Emotional labor is important in this case in point. The aim of this study is to describe the conditions of emotional labor, employment and social processes and factors involved in this process that creates results. Situated on the basis of emotional labor cases therefore the focus of the work constitutes socialization and recovery worker role.

**Keywords:** Emotional Labor, Organizational Socialization, Worker Role, Organizational Behavior, Customer Satisfaction.

**JEL Classification Codes:** A13, A14, J24, Z1, Z22.