

1. Record Nr.	UNINA9911007488603321
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Titolo	Self-Conscious and Moral Emotions in Collectives // by Fabian Bernhard
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer, , 2025
ISBN	3-658-48206-0
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (XX, 178 p. 9 illus., 6 illus. in color.)
Collana	Psychology (German Language) Series
Disciplina	153
Soggetti	Cognitive psychology Emotions Psychology, Industrial Cognitive Psychology Emotion Theory Work and Organizational Psychology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This book explores self-conscious emotions like guilt and pride and examines their profound influence on individual and collective behaviors. It empirically tests how these emotions, rooted in personal and societal standards, motivate ethical actions and shape group dynamics. A key focus is on collective emotions, such as group-based guilt and pride, which emerge in response to group achievements or wrongdoings. The book provides real-world examples, from historical reckonings to professional and organizational contexts in family businesses, highlighting the impact of these emotions on reconciliation, reputation and moral behaviors. It offers practical implications for managing emotions within groups and organizations. About the author Prof. Dr. Dr. Fabian Bernhard is a Full Professor of Management and Psychology at EDHEC Business School in Paris, Lille, Nice and London. He is a research fellow for family business at the University of Mannheim and for psychology at the Goethe-University of Frankfurt in Germany.

