

The Relationship Between Burnout Syndrome and Organizational Commitment Perception of Employees in Fast Moving Consumer Goods Industry

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ARTICLE INFO	ABSTRACT
<p>Keywords: Burnout Syndrome Organizational Commitment Fast Moving Consumer Goods Industry</p> <p>Received 28 August 2020 Revised 21 October 2020 Accepted 30 November 2020</p> <p>Article Classification: Research Article</p>	<p>Purpose – The aim of this research is to identify the relationship between burnout syndrome and organizational commitment perception of employees.</p> <p>Design/methodology/approach – Within the framework of the existing literature, two Likert type scales were used to measure the conceptual structures. The measurement tools were distributed to 475 participants made up of sales employees employed by companies operating in the fast-moving consumer goods industry in Istanbul. In total, 445 valid questionnaires were gathered for statistical analysis. The research was conducted by IBM SPSS 22.0 and AMOS 23.0 software. In total, 10 hypotheses, including all the sub-dimensions, were investigated through statistical analysis.</p> <p>Findings – It has been concluded that there is a significant, linear, and negative relationship between two conceptual structures and their sub-dimensions. It has also been observed that there is a statistically significant, linear, moderate, and negative correlation between burnout syndrome and organizational commitment ($r = -0.362, p = 0.00 < 0.05$).</p> <p>Discussion – Employees experiencing burnout syndrome have lower levels of organizational commitment; and therefore, managers should work on reducing the probability of burnout syndrome of individuals within the organizations. The findings are limited to the perceptions of 445 employees and the sample consists of employees working in a single industry in Istanbul. The analysis can be expanded further to cover other industries and employees in the future studies.</p>

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