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Zwischen Arbeitsengagement und Burnout

By Gunther Polak

AV Akademikerverlag Sep 2015, 2015. Taschenbuch. Book Condition: Neu. 220x150x8 mm. This item is printed on demand - Print on Demand Neuware - In einer sich mit zunehmender Beschleunigung drehenden Welt wird Burnout im Arbeitsleben zum immer bedrohlicheren Phänomen mit epidemischen Dimensionen. Öffentlich heiß diskutiert, von vielen panisch gefürchtet - und für Betroffene meist lebensverändernde Krankheit und gesellschaftliches Stigma zugleich. Das Buch geht der Frage nach, wie sehr Beschäftigte in Werbeagenturen ein im Vergleich zu einer unspezifischen Bevölkerungsgruppe höheres Burnout-Risiko tragen - oder ob und in welchem Ausmaß sie sogar ein ausgeprägtes Arbeitsengagement entwickeln. Die Grundlagen-Studie bietet eine Orientierung über die Arbeitssituation und potenzielle psychische Gesundheitsgefahren einer oberflächlich als 'schillernd' anmutenden Berufsgruppe. Im Forschungsdesign einer quantitativen Online-Umfrage wurden der Maslach Burnout Inventory General Survey zur Messung des Burnout-Risikos gemeinsam mit der Utrecht Work Engagement Scale zur Bestimmung des Arbeitsengagements eingesetzt. Die Studie zeigt durchaus überraschende Ergebnisse: Burnout und Arbeitsengagement stehen nicht zwingend in einem diametralen Gegensatz im Kontext unterschiedlicher Tätigkeitsprofile in Werbeagenturen - beides hat Platz! 140 pp. Deutsch.



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