

Corporate personnel management for preventing emotional burnout: tools and strategies

Oleksandr Mihus

*Student, WSHIU Academy of Applied Sciences, Poznan, Poland;
Junior Researcher, Scientific Center of Innovative Research, Pussi, Estonia,
e-mail: alexmihus@icloud.com,
ORCID: 0009-0007-7856-8199*

Relevance of the topic. In the context of a dynamic corporate environment, high workloads, and information overload, emotional burnout among employees has become one of the key threats to company stability and operational efficiency. Particularly vulnerable are knowledge workers, middle managers, and employees in socially oriented and creative sectors. Timely identification of burnout symptoms, the development of a supportive corporate culture, and the implementation of psycho-emotional support tools are critical for maintaining human capital, motivation, and productivity.

Research objective: to identify effective models of personnel management in the corporate environment aimed at preventing emotional burnout, enhancing employees' psychological resilience, and fostering a healthy workplace climate.

Object of the study: human resource management systems in modern corporations.

Subject of the study: mechanisms, tools, and organizational practices of personnel management for preventing emotional burnout syndrome.

Research tasks:

- to determine the key causes of emotional burnout in corporate environments;
- to analyze early detection practices of burnout symptoms;
- to explore the role of corporate culture, leadership, and HR departments in fostering emotional safety;
- to characterize psycho-emotional support tools (coaching, psychological counseling, wellness programs, work-life balance initiatives);
- to develop recommendations for implementing stress and mental health management systems in the workplace.

Main content. Preventing emotional burnout is increasingly recognized not only as a task for human resources departments but as a central element of strategic corporate development. In today's knowledge-intensive and fast-paced industries, burnout contributes to productivity losses, absenteeism, reduced creativity, and high employee turnover. Thus, forward-thinking companies integrate comprehensive HRM strategies that align mental well-being with organizational performance.

Integrated burnout prevention models typically include a combination of quantitative and qualitative monitoring tools. These include regular employee satisfaction surveys, pulse check-ins, and digital platforms that track behavioral indicators such as overtime frequency, email overload, or sudden dips in engagement. These metrics are often supplemented by confidential feedback channels and

anonymized reporting structures to capture emotional states that might not be openly expressed.

Corporations like Google, Accenture, and Infosys have introduced structured emotional intelligence training for both leaders and employees. These programs aim to build self-awareness, empathy, and resilience – key attributes in reducing interpersonal friction and fostering psychologically safe workplaces. In parallel, leadership mentoring and reverse mentoring programs create multigenerational dialogues that reduce hierarchical barriers and promote open communication.

The role of ethical and transformational leadership has grown in relevance. Managers who exhibit authentic concern for their teams, provide transparent communication during change, and offer autonomy in task execution are more likely to cultivate trust and reduce emotional fatigue among staff. For example, firms that train managers in compassionate leadership techniques and conflict-sensitive communication report lower levels of emotional exhaustion among their workforce.

Workplace flexibility is also pivotal. Organizations increasingly provide hybrid working models, reduced-hour arrangements, and autonomy in project planning to allow employees better work-life integration. These flexible systems, combined with wellness stipends and access to telehealth psychologists, serve as buffers against stress accumulation.

Mindfulness and stress management practices, including in-office meditation rooms, app-based breathing guides, and scheduled "mental health days," are gaining popularity. Companies like SAP and Deloitte have embedded such practices into their corporate wellness programs, reinforcing their commitment to holistic employee care.

Additionally, psychological safety is now seen as foundational to corporate culture. Teams perform better when individuals feel safe to express ideas, concerns, or mistakes without fear of humiliation or retribution. HR plays a key role in codifying this through clear anti-bullying policies, training on unconscious bias, and mechanisms for resolving emotional grievances through neutral mediators or ombudspersons.

Digital HRM platforms such as Workday, SAP SuccessFactors, and Oracle HCM are being leveraged to personalize support strategies through real-time data analytics. These tools identify early warning signs of disengagement, facilitating timely intervention. Some platforms also integrate AI-powered coaching suggestions based on individual profiles and stress-response patterns.

Ultimately, these multi-layered approaches not only reduce the incidence and impact of burnout but also enhance employee loyalty, team cohesion, and corporate reputation. Organizations that prioritize mental well-being increasingly outperform competitors in retention, innovation, and adaptability - especially during periods of market disruption or crisis.

Practical significance of the study lies in the development of practical recommendations for HR departments and corporate leadership on building systems of emotional support and reinforcing corporate resilience under psychological strain.

Keywords: emotional burnout, personnel management, HR strategies, psycho-

emotional support, corporate culture, mental health, stress management, workplace well-being, emotional resilience, coaching.

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