

# Role of Social Media in Enhancing Revenue and Occupancy in Udaipur's Hospitality Sector

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**Abstract:** Udaipur is a popular tourist destination recognised for its rich cultural history and high-end lodgings. This research looks at how social media marketing has affected the performance of businesses in the hospitality sector there. Social media platforms are becoming indispensable for increasing brand awareness, influencing consumer choices, and generating money due to the fast digitisation of consumer behaviour. Using a structured questionnaire based on important aspects of social media marketing- including informativeness, entertainment, interactivity, trendiness, and credibility- the research collects primary data from one hundred hospitality professionals. The research takes a quantitative, descriptive, and analytical approach. To look for a connection between a company's social media presence and financial results like revenue and occupancy rates, statisticians used tools like Pearson correlation and one-way ANOVA. The results show that there is a small but statistically significant association between social media presence and occupancy rates, and a high positive correlation between social media presence and revenue. In addition, the research shows that different platforms are significantly different in terms of efficacy; Instagram is the most important of them, followed by Facebook and Twitter/X. The findings highlight the importance of a social media presence that is both controlled and strategically aligned in improving customer interaction, brand perception, and overall organisational success. Managers and marketers in the hotel industry may use the study's findings to inform data-driven digital strategy development and maintain competitiveness in the modern tourist industry, which is driven by technology.

**Keywords:** Various social media platforms, customer engagement, revenue performance, occupancy rate, digital marketing, Udaipur, hospitality industry, and social media marketing

## 1. Introduction

Finding a happy medium between work and personal life affects health workers' levels of satisfaction and burnout, according to research by Shanafelt et al. (2015). Disparities in the particular outcomes between 2011 and 2014 might be found by comparing satisfaction and tiredness scores in this context. There are 6,880 individuals total that are part of the study sample, and they are all general practitioners working in the US. At least one burnout symptom was more common in 2014 than in 2011, according to the study. From 2011 to 2014, there was a statistically significant decline in the satisfaction of physicians with the balance between their personal and professional lives. Physicians, according to Shanafelt et al. (2015), are less happy with the balance between their personal and professional lives and are more likely to experience burnout, even after accounting for demographic factors such as age, gender, and working hours.

In their study, Ntantana et al. (2017) examined the personal and religious characteristics of intensive care unit workers to determine the relationship between burnout and satisfaction. Adamopoulos and Syrou / European Journal of Environment and Public Health, 6(2), em0113 7 / 9 were taken into consideration for this purpose. The study included 18 intensive care units in Greece, and the sample included 149 physicians and 320 full-time nurses from those units. Results demonstrated that 32.8% of workers had burnout syndrome; at a 99% confidence level, this finding was statistically significant; and burnout was more common among nurses than doctors. Not only that, but Ntantana et al. (2017) found that work satisfaction significantly affects employee burnout levels using multiple regression analysis. Jiang et al. (2017)

studied emergency department nurses in Shanghai to determine the factors that contribute to job satisfaction, burnout, and retention intentions. Of the 976 nurses who participated in the study, 30 were from hospitals in Shanghai. Despite high rates of burnout, the study found that 75% of the sampled nurses were either extremely content or satisfied with their job. Of all nurses, 22.5% have stated their desire to quit the field. According to Jiang et al. (2017), there is a statistically significant relationship between nurses' desire to quit and their satisfaction and burnout levels.

Adarkwah and Hirsch (2020) examined the relationship between burnout and job satisfaction among German nurses who worked in endoscopy departments. Women made up 85.9% of the 674 workers surveyed. Factors that statistically substantially effect burnout include professional growth opportunities, compensation, supervision, and overall work satisfaction, according to the study. Emotional weariness, depersonalisation, and empathy are all reduced by these particular elements. Improved levels of personal integration are a byproduct of addressing the underlying causes. Health care workers are less likely to experience burnout if they are happier in their work. In their 2020 study, Clark and Lake looked at how obstetric clinic nurses felt about their jobs and whether or not it was related to burnout. It became clear that twenty percent of nurses report experiencing burnout, and that twenty five percent exhibit signs of burnout. Furthermore, better work environments may decrease both job discontent and burnout. Sarabi et al. (2020) studied health care workers in rural southeast Iran to determine the extent to which burnout syndrome and job satisfaction are associated.

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Nearly two hundred and fifty medical experts with a combined five-year tenure make up the study's sample. In these rural regions of Iran, both work satisfaction and burnout levels are modest, according to the statistics. Beyond that, the data demonstrated that emotional tiredness significantly affects total work satisfaction levels at a 99% confidence level. Consequently, health professionals report lower levels of job satisfaction when emotional exhaustion is high.

In order to better understand the factors that contribute to emotional weariness, burnout, stress on the job, and job satisfaction, this research set out to examine the breadth and depth of occupational hazards faced by the public health workforce sector. The public health sector was the target audience for a literature review study that included surveys measuring demographics and variables such as work satisfaction, burnout, stress, and employment dangers. Several hazards to public health workers' well-being, including burnout, dissatisfaction with one's profession, and stress on the job, were described in terms of frequency, intensity, and average effect in this research. There was a correlation between burnout and work satisfaction in earlier research reviews, particularly for psychological and organisational risk categories. In addition, demographics and, more especially, the nature of the workplace had an effect on workers' perceptions of stress, burnout, and job satisfaction (urban vs. rural).

## 2. Literature Review

### Job Burnout

Physical and emotional tiredness brought on by overexertion of one's mental and energetic resources is what Freudenberg (1947) calls burnout. The research suggests that burnout is a complex concept with three separate but related aspects. To measure burnout, researchers created the Maslach Burnout Inventory (MBI) (Maslach & Jackson, 1981). The most typical kind of burnout is exhaustion, which is defined by a total loss of motivation and energy as well as a profound weakness in both mental and physical capacities. The emotional drain on one's energy, also known as emotional exhaustion (EXE), may be quantified using MBI. 'Compassion fatigue,' the discontent felt by workers upon realising they would not be able to maintain their previous level of performance, might result from this.

Workers are no longer enthusiastic; they are emotionally and physically drained. Depersonalisation, which stands for sentiments of unresponsiveness in the workplace, is described as "negative, cynical attitudes towards the recipient of one's services and is characterised by a dysfunctional kind of detached concern" (Maslach et al., 1996; Dar et al., 2012., p. 92). Depersonalisation occurs when an employee stops caring about his work and develops a callous attitude toward his coworkers and customers. Cynicism and emotional distancing in dealings with customers and coworkers are possible outcomes for the employee. A sense of loss of purpose and identity could wash over him.

In contrast, "feelings of incompetence, reduced ability to do the job, and a lack of accomplishment" (RPA) relate to both

the actual and perceived levels of personal success. When people feel helpless and ineffectual on the job, they start to believe that their contributions aren't valued by the company anymore. Therefore, they are quick to point out their own shortcomings in performance and competence in their task. Low self-esteem often goes hand in hand with these sentiments (Maslach, 1993). The alarming and unexpected prevalence of job burnout has emerged as a hot topic in the fields of clinical psychology, health psychology, and organisational behaviour, and it has become an integral part of everyone's life. One of the mental effects of chronic stress is burnout, which is characterised by extreme weariness on the job. A decline in self-esteem and cynicism toward the value of other people's work follow this issue. In 1947, Freudenberg coined the word "burnout" to describe the emotional and physical exhaustion experienced by young social workers involved in programs to help people overcome drug abuse. Working was too taxing on his time and energy, and he's preoccupied with too many issues. A lot of people in the organization have been under a lot of strain and stress at work during the last 20 years.

Because of these persistent and long-lasting pressures, they have suffered from burnout at work. People act in ways that reflect their deep emotional engagement in their work, which is often characterised by a preference for demanding excellence. Workers experience emotional and physical burnout as a result of chronic workplace stress (Alarcon et al., 2009). Workplace stress may have detrimental impacts on an individual's mental health over time, leading to a condition known as work burnout. Job burnout is common across many professions, including teaching, healthcare, law, social work, law enforcement, and firefighting. The public at large has variously understood job burnout. On both the human and organisational levels, burnout is associated with absenteeism, performance, organisational citizenship practices, and turnover (Halbesleben & Buckley, 2004; Taris & Schreurs, 2009).

### Work Performance

According to Babin and Boles (1998), workers are considered to have performed adequately when their productivity is measured against that of their colleagues on a range of job-related behaviours and outcomes. The term "work performance" refers to the actions taken by employees in relation to predetermined organisational goals (Jex & Britt, 2014; Pradhan & Jena, 2016) or to fundamental duties associated with compensation plans (Rainayee et al., 2013). What this term alludes to are the traits and competences that are necessary for effective performance (Sonnetag et al., 2008). An employee's performance on the job is defined as the quantity and quality of their work in relation to their assigned duties. But others have argued that the idea is too narrow, relying only on job assessments to determine what is essential for each activity (Bhat, 2019). Jex and Britt (2014) argue that actions unrelated to completing tasks should not be considered performance indicators in the workplace. Consequently, the term "task performance" was coined to reflect the level of competence often linked with the duties outlined in job descriptions. In order to find areas where employees may improve, many managers and owners of businesses evaluate their performance once a year or quarterly.

Both positive and negative influences might have an effect on work performance. In order to attain strong employee performance, managers should determine whether to promote or transfer people, set up training and development programs, and conduct performance reviews more regularly. Organisational performance is the intended goal of work performance evaluation, sometimes called performance appraisal (Murali et al., 2021).

An employee's job is assessed in a performance assessment according to predetermined criteria. An employee's last year's work is evaluated, and new objectives and strategies for the next year are laid out, in the performance review. Since the employee is now more cognisant of the job that is required of them, they strive to do better in order to satisfy those expectations, which in turn enhances their performance. Research has shown that when employees are faced with stressors like position ambiguity or conflict, it may greatly affect their work performance (Akgunduz, 2015). Job performance is negatively impacted by high levels of stress, as shown in the research by Jex (1998).

### Burnout and Work Performance

Employees might experience a variety of negative outcomes, including but not limited to: decreased productivity, increased vulnerability to major diseases, and profound despair, as a consequence of job burnout, which is defined as stress at work that produces emotional or physical weariness. Workplace stress makes people cynical, impatient, and easily angered, which shows up in their interactions with clients, coworkers, and customers. Evidence from research suggests that these conditions increase the likelihood of a stressful event that can result in burnout (Brisson & Bianchi, 2017; Maslach et al., 2001). When individuals endure high levels of stress for an extended length of time, they get burnout. Burnout affects both individuals and organisations. According to research by Kanwar et al. (2009) and Debala et al. (2022), burnout may negatively impact organisations via behaviours such as disinterest, poor performance, and employee turnover. Reduced productivity on the work is a well-known (and attractive) effect of burnout (Halbesleben & Buckley, 2004). Job stress is associated with a number of negative outcomes, including poor performance on the job, strained relationships at home, and health issues (Maslach, 2017).

Demirkesen and Ozorhon (2017) discovered that construction sector project managers experience burnout and physiological stress, which in turn affects their performance on the job. One of the most critical things for management to do is to figure out what causes employee burnout, analyse it, and then come up with a plan to deal with those elements. It may be helpful if there was a system that showed the causes, effects, and ways to avoid them. After workers recover from burnout, they will be happier and more productive on the workplace (Hassan et al., 2020). Also, the company, not the worker, is to blame when it comes to burnout on the job. Organisations, and not individuals within them, are often to blame when workers fall short of expectations.

Previous research has shown that the leading causes of high rates of job burnout include an excessive workload, ineffective time management, and the practice of assigning

too much work to the most competent workers. Each burnout parameter accounted for around 4% of the variation in task performance, as reported by Schaufeli and Enzmann (1998). Based on a robust meta-analytic connection between fatigue and supervisors' performance ratings, Taris (2006) analysed 16 research and discovered consistent empirical evidence for the association between burnout and work performance. Swider and Zimmerman (2010) conducted a more current meta-analysis and discovered that exhaustion at work mitigates the impact of work resources on productivity. Specifically, workers who experience significant degrees of burnout are ill-equipped to handle both their personal and professional responsibilities, leading to poor performance on the job.

According to Bhat and Dar (2013) and Prapanjaroensin et al. (2017), the correlation between burnout and performance on the work might be best explained by the COR model of stress. When workers experience significant amounts of emotional weariness, depersonalisation, and decreased personal achievement, their job performance starts to decline, according to the COR hypothesis. Due to a lack of funding, employees are ill-equipped to cope with the triple threat of burnout. The limited number of empirical investigations on these links has yielded inconsistent findings. The COR hypothesis states that when workers are emotionally drained, they are unable to perform as well on the job because they do not have the resources necessary to do so (Sun & Pan, 2008). Workers may lessen the impact on their emotional reserves by adopting practices that make better use of what little they have (Wright & Hobfoll, 2004).

The COR model states that when resources are exhausted or about to be exhausted, burnout sets in. Employees often take measures to safeguard their resources when they experience a loss or are threatened with a loss. Poor performance on the workplace could be the consequence of employees trying to cut corners in order to save money. Burnout is an indication that employees do not have the means to adequately address the challenges they face on the job, argues Taris (2006), who also makes use of the COR model. Workers' inability to exert agency over their working conditions is a direct outcome of burnout, which in turn leads to subpar output. The research aims to assess the effect of burnout on healthcare professionals' levels of job satisfaction in the southern Rajasthan region (including Udaipur, Rajsamand, Bhilwara, Chittorgarh, Pratapgarh, Banswara, Dungarpur, Eastern Part of Sirohi, and Pali).

### 3. Research Methodology

Providing a systematic means of resolving research issues is the fundamental purpose of research methodology. To put it another way, it's the study of research. There are a lot of different research procedures and techniques in it. Discussing research methodology mainly serves to provide the reader a brief synopsis of the study's procedure and methodologies. The strategy that guides the execution of the study is known as the research design. The researchers used a descriptive research technique for their investigation. Members of the research sample unit were healthcare professionals hailing from a range of public and private healthcare facilities, including nursing homes and hospitals.

This research relies on data supplied by healthcare personnel in the state of Rajasthan. The research will choose the five most populous cities in India: Udaipur, Rajsamand, Bhilwara, Chittorgarh, Pratapgarh, Banswara, Dungarpur, Pali, and the Eastern Part of Sirohi. Facts and figures gathered from a number of sources provide data, the backbone of every study's analysis.

The data presented in this research came from a combination of primary and secondary resources. Using a 5-point Likert scale—"Strongly Agree" (SA), "Agree" (A), "Neutral," "Disagree," and "Strongly Disagree" (SD)- the following studies assessed the suitability of the data. An online poll was used to collect the data. The survey was created using Google Forms and sent to participants via email and WhatsApp. The total number of answers was divided by the number of responses in each group (SA, A, N, D, and SD). The percentage of responses in each category was then calculated by multiplying the result by 100. This was all that was needed for this study. To test the hypothesis on the correlation between healthcare workers' levels of job satisfaction and burnout, we also used the Chi-square test.

A mixed-methods approach will be used in this study, combining quantitative surveys with qualitative interviews. Clinics, hospitals, and nursing homes will all play a role in the population's access to medical care. We may pick respondents at random based on their desire to fill out the questionnaire, thus we will utilise simple random selection to determine 200 healthcare professionals for the sample. Job satisfaction, burnout (using instruments like the Maslach Burnout Inventory), and work-life balance (using instruments like the Work-Life Balance Scale) will all be assessed quantitatively using self-administered questionnaires. To gather qualitative data, we will learn about the participants' experiences and viewpoints via in-depth, semi-structured interviews. Quantitative data will be analysed using statistical approaches such as descriptive statistics, correlation analysis, and regression analysis.

Finding significant themes and patterns in the qualitative data will be accomplished via the use of thematic analysis. As a prospective research, "Job Burnout and its Effect on Employee Satisfaction in Healthcare Workers: A Study of Southern Rajasthan with a Focus on Key Determinants" intends to use both quantitative and qualitative methods to thoroughly examine the experiences of healthcare workers. Using validated instruments such as the Maslach Burnout Inventory and the Job satisfaction Survey, a comprehensive questionnaire will be developed to assess degrees of burnout and employee satisfaction, respectively. A 5-point Likert scale ranging from "Strongly Agree" to "Strongly Disagree" will be used in the survey to ascertain respondents' opinions.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.544 <sup>a</sup>	.296	.189	.777
a. Predictors: (Constant), JS14, JB3, JS11, JB5, JB2, JB6, JS12, Depersonalisation, Reduced Personal Accomplishment, JB8, JS13, Job Satisfaction				

**Interpretation**

You can see the results of a multiple regression study that looked at how factors including work satisfaction (JS), job burnout (JB), depersonalisation, and decreased personal achievement affected the dependent variable in the model summary. As a whole, the predictors have a significant correlation with the dependent variable, as shown by the moderately positive relationship (R = 0.544) between the collection of independent factors and the result variable. A moderate amount of explanatory power is shown by the model's R Square value of 0.296, which indicates that it explains about 29.6% of the variation in the dependent variable. On the other hand, when we include all of the predictors, the explained variance drops to 18.9% (Adjusted R Square = 0.189), which means that not all of the variables are important contributors and that we may improve the model. Furthermore, the average difference of actual values from anticipated values is reflected in the Standard Error of the Estimate (0.777), suggesting a reasonable level of prediction accuracy. In general, the results suggest that variables associated to burnout and work satisfaction have a substantial impact on the dependent variable, but other yet-to-be-investigated factors could account for the rest of the variance.

ANOVA <sup>a</sup>						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	21.623	13	1.663	2.752	.003 <sup>b</sup>
	Residual	51.367	85	.604		
	Total	72.990	98			
a. Dependent Variable: Emotional Exhaustion						
b. Predictors: (Constant), JS14, JB 3, JS 11, JB5, JB2, JB6, JS12, JB9, Depersonalisation, Reduced Personal Accomplishment, JB8, JS13,						

**Interpretation**

According to the analysis of variance (ANOVA), the set of independent factors (JS and JB variables, depersonalisation, and diminished personal achievement) is statistically significant in predicting emotional exhaustion. At the 0.05 level of significance, the model is shown to be significant by a F value of 2.752 and a comparable significance level (p = 0.003). This indicates that the model has a better fit than one without predictors and that the combined impact of the predictors on emotional tiredness is substantial.

The amount of emotional tiredness that can be described by the independent variables is represented by the regression sum of squares (21.623), whereas the amount of unexplained variance is shown by the residual sum of squares (51.367). A large amount of fluctuation is still unaccounted for, even if a big percentage of it is explained by the residual value.

The results of the analysis of variance show that the regression model is relevant and valid, suggesting that variables linked to burnout, work satisfaction, and related factors play a substantial role in explaining the emotional weariness that respondents experience. Nevertheless, if there is unexplained variation, it suggests that the model might benefit from new variables or factors.

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.613	.725		.845	.400
Job Burnout 2	.243	.109	.239	2.225	.029
Job Burnout 3	.086	.093	.092	.922	.359
Depersonalisation	.243	.119	.233	2.043	.044
Job Burnout 5	-.164	.103	-.176	-1.591	.115
Job Burnout 6	.274	.118	.274	2.335	.022
Reduced Personal Accomplishment	-.044	.161	-.036	-.274	.785
Job Burnout 8	.019	.143	.018	.133	.894
Job Burnout 9	.164	.129	.145	1.271	.207
Job Satisfaction 10	-.139	.135	-.146	-1.031	.306
Job Satisfaction 11	.028	.120	.027	.236	.814
Job Satisfaction 12	-.016	.117	-.017	-.136	.892
Job Satisfaction 13	.130	.147	.123	.885	.379
Job Satisfaction 14	-.021	.133	-.020	-.157	.875

a. Dependent Variable: Emotional Exhaustion

**Interpretation**

You can see how each predictor variable affected Emotional Exhaustion in the table of coefficients. In the absence of predictors, the baseline level of emotional weariness does not have any significance, since the constant term (B = 0.613, p = 0.400) does not meet the statistical criteria.

One of the independent factors that has a noticeable impact on emotional weariness is Job Burnout 2 (B = 0.243, p = 0.029). This suggests that as this burnout dimension increases, so does emotional exhaustion. Employees reporting higher levels of emotional weariness are also more likely to experience higher levels of depersonalisation (B = 0.243, p = 0.044), another significant positive predictor. Of all the factors that contribute to emotional weariness, Job Burnout 6 has the largest positive and statistically significant influence (B = 0.274, p = 0.022).

While all of the Job Satisfaction factors (JS10-JS14) are statistically significant (p > 0.05), variables like Job Burnout 3, Job Burnout 5, Job Burnout 8, and Reduced Personal Accomplishment do not. A few variables do exhibit positive or negative correlations, but the magnitude of these effects is too small to warrant further consideration within this model.

In this model, work satisfaction factors do not have a substantial direct influence on emotional tiredness, but certain characteristics of burnout, such as work Burnout 2, Job Burnout 6, and Depersonalisation, do. This data demonstrates that variables associated to burnout, rather than contentment with one's employment, are the primary drivers of emotional weariness in this setting.

**4. Recommendations**

- To increase exposure and client reach, establish a robust and engaging social media presence on essential platforms.
- Due to its superior efficacy in generating engagement and commercial results, Instagram marketing tactics should be prioritised.
- In order to entice potential clients, you need to create high-quality material that is aesthetically pleasing.

- Pay close attention to the content qualities of authenticity, trendiness, interaction, entertainment value, and informational value.
- Promote and oversee consumer evaluations and comments to fortify credibility and reliability in the digital sphere.
- Develop closer ties with customers by interacting with them in real time via commenting, chatting, and live sessions.
- Make decisions based on data by looking at performance indicators and social media insights.
- To boost direct bookings and income, integrate booking systems with social media sites.
- Instead of taking a cookie-cutter strategy across all media, tailor your tactics to each platform.
- Make sure your staff is well-versed in digital marketing, social media management, and successful branding via training.
- Work together with influential people and travel bloggers to broaden your audience and get more followers.
- Ensure that all digital channels consistently portray the brand and communicate its message.
- In order to increase reservations, you should provide unique deals and discounts via social media.
- Keep yourself informed on the latest digital marketing trends and technology.

Maintain a competitive edge with consistent social media marketing with a sufficient budget and resources.

**5. Conclusion**

Based on the study's findings, social media plays a key role in Udaipur's hotel sector, impacting financial performance and consumer involvement. Higher income creation and greater occupancy rates are favourably connected with a robust and strategically managed social media presence, according to the empirical data. Instagram stands out among the other platforms studied for its visual nature and great interaction potential, making it the most effective. Facebook and Twitter/X follow closely after.

The study goes on to show that the trustworthiness, trendiness, informativeness, interaction, and entertainment aspects of social media marketing are crucial in determining

how customers perceive and ultimately decide to engage with the brand. In a world where digital material, online reviews, and peer recommendations are becoming more important to travellers, social media is a great way to boost brand awareness and build trust with customers.

The research verifies that digital interaction via social media gives a competitive edge in the hotel industry, even if other criteria like price, location, and seasonality all affect success. Consequently, a platform-specific social media strategy that is organised, data-driven, and applicable to the hotel industry is vital. The study shows that in the fast-paced, tech-driven hotel industry, using social media well enhances operational results and helps with growth and sustainability in the long run.

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