

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

KRAVETS Arina Sergeevna

**COMMUNICATIVE ASPECTS OF PROFESSIONAL BURNOUT
OF SALES PROFESSIONALS**
(on the example of a Unitary enterprise for the provision of services «A1»)

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

Scientific supervisor:
Olga E. Dmitrieva
Senior Lecturer

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ABSTRACT

The object of research of the thesis is the phenomenon of professional burnout of sales professionals. The subject of the thesis is the communicative aspects of professional burnout of sales professionals. The purpose of the thesis: to reveal the communicative aspects of professional burnout of sales professionals (on the example of a Unitary enterprise for the provision of services "A1"). The methodological basis of the thesis was made up of general scientific methods: the method of questionnaire survey, the method of diagnosing the level of emotional burnout (V. V. Boyko), the diagnosis of communicative effectiveness (M. V. Boiko). Snyder's method), the method of induction and deduction, the descriptive method, and the method of comparison.

In the process of writing the thesis, the following results were obtained: the requirements for professional and personal qualities of sales specialists were identified, the causes and consequences of professional burnout of sales specialists were revealed, the features of communication of specialists in the situation of professional burnout were characterized, and a program of communication training for sales specialists of UP A1 was developed.

The novelty of the work lies in the fact that this study is the first on the topic of professional burnout in the company and in the future its results will be implemented in preventive training and the development of new communication standards of the company. At the moment, the study of the burnout syndrome and its prevention in sales professionals is extremely relevant and significant in practice. It is important for HR specialists of the company to be able to recognize the problem in advance and take the necessary measures to prevent burnout of specialists.

The results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical research.

Key words: professional burnout syndrome, sales department, emotional burnout, professional burnout, phases of professional burnout, symptoms of professional burnout, preventive training.