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**HUSTLE CULTURE: THE PATH TO BURNOUT AND STRATEGIES FOR SOLVING DECLINE IN COMPANY PRODUCTIVITY**

In recent years, hustle culture has become a prevalent phenomenon in modern workplaces, promoting the idea that success is directly correlated to one's willingness to work long hours and sacrifice personal well-being for professional gain. This culture often glorifies busyness and equates it with productivity, creating a toxic environment where employees feel pressured to constantly prove their worth through excessive work hours and availability. While hustle culture may initially result in short-term gains for a company in terms of increased productivity and output, the long-term consequences can be damaging. Burnout, decreased morale, and a lack of work-life balance are common outcomes of fostering a culture that prioritizes work above all else. In this essay, we will explore the impact of hustle culture on companies, examining both the benefits and drawbacks of this work ethic [1, 2].

Hustle culture, rooted in the American Dream, emerged as a valorization of hard work, dedication, and persistence, particularly prevalent in the tech industry's late 20th-century ethos of long hours and perpetual availability [1]. This personal ethos gradually transformed into an organizational mandate, fostering a workaholic environment that prioritizes productivity above all, often at the expense of work-life balance. Social media platforms played a pivotal role in amplifying hustle culture, with influencers and celebrities glorifying it as the gateway to success, perpetuating a cycle of constant pressure to hustle. The ramifications of this culture are significant, as evidenced by increased burnout, diminished creativity, and reduced employee satisfaction within companies.

Despite its recent virality, hustle culture's roots run deep, manifesting early in life through societal expectations to prioritize academic achievement over social well-being. This ethos persists into adulthood, where employees are often rewarded for overworking, reinforcing the notion that success comes at the cost of personal time and well-being. Hustle culture's impact on employee well-being is profound and multifaceted. The relentless pursuit of productivity and success, often at the expense of personal health and balance, creates a pressure-cooker environment where burnout, anxiety, and diminished job satisfaction are prevalent. This culture normalizes long hours and busyness, perpetuating a cycle of stress and exhaustion that can have severe consequences for mental health and overall productivity.

Research consistently highlights the negative effects of hustle culture on employees, linking high stress levels to decreased well-being and performance. Moreover, the focus on individual achievement fosters a competitive atmosphere that may hinder collaboration and teamwork, ultimately undermining organizational cohesion [2]. Companies that prioritize hustle culture risk alienating their workforce, as employees may feel undervalued and overworked, leading to increased turnover and reduced morale. Shifting towards a more balanced approach that prioritizes work-life balance and mental health is crucial for creating a healthy and thriving workplace [3, 4]. This includes implementing policies that promote flexible work arrangements, encouraging breaks and vacations, and fostering a culture that values employee well-being as much as productivity.

Understanding the impact of hustle culture on company productivity requires a nuanced approach. While some advocate for pushing employees to work longer hours and prioritize work above all else, believing it leads to increased output and success, this view oversimplifies a complex reality. While short bursts of intense work can be beneficial, sustained pressure to constantly hustle can have detrimental effects on employee well-being and overall productivity. Employees who are constantly expected to hustle may experience burnout, which can significantly decrease productivity and creativity. Burnout also contributes to higher turnover rates, as employees seek environments that prioritize their well-being [4]. This constant churn of talent can disrupt team dynamics and hinder long-term productivity.

On the other hand, companies that adopt a more balanced approach to work-life integration tend to see higher levels of productivity and employee engagement. Offering flexible work arrangements, promoting mental health initiatives, and encouraging regular breaks can contribute to a healthier and more productive workforce [2,4]. To summarize, while hustle culture may initially seem beneficial for company productivity, its long-term effects can be detrimental. It's essential for companies to prioritize employee well-being and foster a supportive work environment to achieve sustainable productivity and success in the long run. Furthermore, promoting a supportive and collaborative work environment where employees are valued for their contributions rather than their ability to work long hours can shift the focus from quantity to quality of work [4].

In conclusion, the impact of hustle culture on a company is multifaceted and complex. Our research has shown that a balanced approach is crucial for sustainable growth and a positive work environment. Companies must recognize the importance of work-life balance, mental health support, and flexibility in order to ensure the long-term productivity of their employees. Moving forward, it is essential for companies to implement policies and practices that promote a healthy work culture, support employee well-being, and prioritize organizational success.

**References**

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