

8th

International Academic and Professional Congress on

HEAPPS

***"Communication, happiness, economy and innovation:
Analysis of entrepreneurial ecosystems with a gender
perspective"***

**Editors: Carmina Jambrino Maldonado, Carlos De las Heras Pedrosa, Pedro
Cuesta-Valiño and Rafael Ravina-Ripoll**

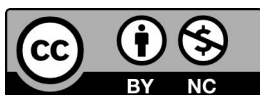
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Red Universitaria de la Felicidad

8th International Academic and Professional Congress on Happiness "Communication, happiness, economy and innovation: Analysis of entrepreneurial ecosystems with a gender perspective"

On behalf of International University Network of Happiness we are pleased to announce that the University of Málaga has been hosted the 8th International Academic and Professional Congress on Happiness in November 2024. This is an annual in-person (and virtual) event organized by universities from the network aiming a friendly atmosphere and working environment for the presentation and discussion of the latest scientific and practical advances in the fields of economics of happiness, corporate wellbeing, happiness management, consumer happiness, consumer emotions and organizational communication (taking into account that also other contributions from other related disciplines in these knowledge fields are welcome). It also provides a chance for productive meeting, encouragement of collaborative projects and nurturing of international cooperation networking.

Topics discussed during the event:

TRACK1: Entrepreneurial ecosystems, emotions and happiness

- Happiness Management in startups
- Emotions and Leadership Communication
- Entrepreneurship and organizational wellbeing
- Sentiment analysis in the management of organizations
- Neuro entrepreneurship and gender.
- Other topics related to entrepreneurial ecosystems, emotions and happiness

TRACK 2: Happiness, emotions and wellbeing

- Happiness management
- Consumer happiness and consumer emotions
- Economics of happiness
- Welfare economics and indicators
- History of wellbeing
- Marketing and happiness
- Other topics related to happiness, emotions and wellbeing



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All the presentations were evaluated by an International Scientific Committee of professors, without any conflict of interest arising from the fact that they were directors or tutors of any of the participants. This committee was formed in this edition by:

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28. Effect of psychosocial factors on Happiness at Work in Mexico

Esthela Galván-Vela, CETYS University
(esthela.galvan@cetys.mx)

Rafael Ravina-Ripoll, University of Cádiz
(rafael.ravina@uca.es)

Mario Alberto Salazar-Altamirano, Autonomous University of Tamaulipas
(mario_salazar_altamirano@hotmail.com)

Orlando Josué Martínez-Arvizu, Autonomous University of Tamaulipas
(orlandoarvizu13@gmail.com)

Abstract: In the post-pandemic context, markets face mental health challenges that should not be underestimated. The Great Resignation was the result of employees reevaluating their expectations regarding working conditions, the importance of work-life balance, and concerns about stress or mental burnout. In this regard, the lack of emotional support and a work environment that did not promote happiness or well-being led many to seek better options. This phenomenon has reflected how people have prioritized their well-being and happiness at work, seeking work environments that align more closely with their quality-of-life expectations. Organizations in Mexico are also experiencing the serious consequences of this situation through decreased productivity, increased absenteeism, and a noticeable decline in employee job satisfaction. Psychosocial factors in the workplace, such as job stress, anxiety, and burnout, play a decisive role in employees' subjective well-being and, consequently, in their motivation to contribute to the development of their workplaces. Under these assumptions, the objective of this study was to analyze the effect of psychosocial factors on happiness at work and how it impacts turnover intention and organizational commitment. To achieve this goal, a quantitative study was conducted using a closed-ended questionnaire applied during the second quarter of 2024 to 320 employees from various sectors in Mexico. The data were analyzed using structural equation modeling (SEM) to examine the causal relationships between the study variables. Preliminary results suggest that negative psychosocial factors, such as stress, anxiety, and burnout, have a significant negative relationship with happiness at work, indicating that the higher the level of these factors, the lower the employees' perceived well-being. It is important to highlight that employee who reported high levels of happiness at work showed a lower intention to leave and greater organizational commitment, suggesting that improving psychosocial conditions in the workplace could contribute to talent retention and increased organizational productivity. The study's results underscore the importance of addressing psychosocial factors that affect happiness at work in Mexican companies. Organizations should implement strategies to reduce stress and burnout, promoting wellness policies and emotional support. A work environment that values work-life balance and offers flexibility becomes a key tool for improving job satisfaction, reducing employee turnover, and ultimately increasing productivity.

Keywords: Psychosocial Factors, Happiness At Work, Stress, Anxiety, Burnout.