

The Role of Personality Traits and Mental Health in Predicting Burnout among CANBO Store Sellers

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Abstract

Introduction: The aim of this study was to investigate the role of mental health and personality traits in predicting job burnout among sellers of CANBO store in Tehran.

Methods: The research method was descriptive-correlational and the statistical population of the present study included all sellers of CANBO store in Tehran in 2021-2022 that 265 people were selected as the sample size by stratified random sampling method using Krejcie and Morgan table. The instruments used included the Maslach Burnout Questionnaire (MBI) and the NEO Five Personality Factors Questionnaire (NEO-FFI). Pearson correlation and regression analysis were used to analyze the data using SPSS software version 22.

Results: The results showed that there is a negative relationship between mental health and burnout ($p = 0.001$); Also, there was a positive and significant relationship between burnout and annoyance, conscientiousness and openness to experience as components of personality traits, and a negative and significant relationship between burnout and extraversion and adaptation of personality components ($p = 0.001$). The results of regression analysis also showed that both predictors of mental health and personality traits components were able to predict burnout in sellers and explained (32.7%) of the changes in burnout.

Conclusion: Given the relationship between burnout and mental health and personality traits of sellers of CANBO stores, it is necessary for the heads and managers of these stores to develop programs to improve motivation, job satisfaction, human relations and identify personality traits of sellers in order to Design and implement job productivity enhancement.

Keywords: Burnout, Mental Health, Personality Traits, Sellers

Introduction

As the societies of today become more complex, the mission of companies and institutions to meet the expectations of societies becomes more sensitive and important. As it can be acknowledged that our world is the world of organizations and what has become a certainty among experts today and unanimously, is the essential role of human resources as the main driver of such associations. Undoubtedly, efficient and spontaneous human resources can be most effective for their growth and development and achieving the planned goals of a company or organization.¹ Organizational and business complexities, and consequently lifestyle changes, are themselves important sources of stress. Stress in general and job stress in particular in the current life of human beings is both the result of a series of factors and is itself the cause of a set of effects and consequences. One of the consequences in industrial

and commercial environments and companies is burnout.² These include problems with burnout victims, physical burnout (low ability to work, sleep disorders, nausea, etc.), emotional burnout (depression and feelings of helplessness at work), and attitudinal burnout (suspicion of others, humiliation of self and others).³

Burnout is one of the occupational hazards that has been considered in recent years and is used to describe human responses to experienced stress.⁴ The phenomenon of burnout affects different people in different jobs, which makes a person suffer from high stress and low satisfaction. Interaction between working conditions and personal characteristics can affect the mental health of working people and reduce the productivity of manpower and production and development.⁵ Burnout has a great impact on organizational and individual outputs; with increasing burnout and mental illness,

employee motivation will be impaired and will increase job dissatisfaction, absenteeism, leaving the job, reduced performance, and increased work-related accidents and lack of productivity.⁶ Research has shown that several different factors predict burnout that can affect burnout, to counteract burnout, the factors that affect the severity and recurrence of burnout must be carefully identified.⁷ Among these factors are the mental health and personality traits of employees of organizations such as chain stores.

Health is one of the basic human needs that plays a vital role in sustainable development.⁸ Although initially only physical health was considered as health, with the advancement of science and reaching an acceptable level of physical health and the fight against many diseases, human beings have paid attention to other aspects of health, including mental health. Mental health refers to the degree of balance that a person establishes between their behaviors in the face of problems and social adjustment to their surroundings, and shows logical behavior and plays an important, effective and undeniable role in developing intellectual and communication skills, learning Emotional growth, flexibility, and self-esteem.^{9,10} Undoubtedly, paying attention to mental health in all areas of life, including work life, is important and worth considering. Promoting mental health and the work environment is one of the most important aspects of the development and improvement of human resources and in recent decades has attracted the attention of organizations to a healthy physical and mental strength in economic, service, educational and industrial institutions to increase productivity. The workplace directly affects the physical, mental, and social health of employees and, in turn, their families. Therefore, the workplace is an ideal environment to support the health promotion infrastructure of a large part of society.¹¹

Employees spend more than half of their lives in the workplace, and the amount of stress and mental conditions in the workplace, such as how they communicate with managers and co-workers, will have a significant impact on their mental health. According to the International Labor Organization (ILO), in 2021, one in three employees will cite the conflict between work and the family environment as the biggest problem in life.¹² Job-related pressures, including stress, can cause physical, psychological, and behavioral complications for the individual, endanger mental health, threaten organizational

goals and lead to reduced performance.¹³ A person with mental health can deal with problems logically while feeling satisfied with life, in other words, people with mental health can adapt to the environment while gaining individuality.¹⁴

Other variables that are associated with burnout are personality traits. Studies on burnout have shown that under the same working conditions, people do not suffer the same amount of burnout, in other words, burnout arises from the interaction of numerous factors, including individual, interpersonal, job, and personality traits.¹⁵ Each person's personality plays an important role in his/her job performance because each person's personality determines his/her motivation and attitude towards a job and the way he/she responds to job requirements.¹⁶ Personality is a set of psychological characteristics based on which people can be classified. These personality traits have a lasting effect on professional and occupational behavior, and based on them, specific behaviors of individuals in various work and job situations can be determined.¹⁷ Research in this field has confirmed the relationship between personality traits and burnout.^{9,10,18,19} Maslach and Leiter concluded in their research that personality traits and dimensions can justify burnout. They concluded that burnout was related to the personality dimension of neuroticism and the psychological profile of work-related fatigue.³ Several personality traits have been studied in an attempt to find out who may be most at risk of experiencing burnout. People who show low levels of stubbornness (engaging in daily activities, feeling in control of events, and being receptive to change) have higher scores on burnout. They have higher scores, especially for emotional fatigue.²⁰

In service organizations, including stores, the seller is the first person in contact with the customer, before and after the purchase. Under these circumstances, the seller controls the quality of the services provided and assumes enormous responsibilities in delivering the services; Therefore, it can be said that the role and importance of human resources in stores are doubled due to the direct communication of employees with customers, superiors, and colleagues, as well as the strong dependence of such organizations on customers.²¹ Since salespeople are at the forefront of stores, in other words, at the tip of the arrow and are in direct contact with customers, they are expected to put the most work pressure on them. Among the mental pressures on

these employees are high risk (cash deficit), lack of training, uncertain job promotion status, lack of proper division of labor among salespeople, low wages and overtime and job rewards, inappropriate treatment of some customers, small space Work, inadequate facilities and labor shortages.²²

Among chain stores, the CANBO stores with more than 160 stores and more than 1500 employees are among the largest service centers in the country. Therefore, due to the high number of manpower, attention to the occupational status and mental health of employees and especially sellers is of particular importance, and attention to burnout and its relationship with mental health and their personality traits and scientific knowledge of the causes of these cases. It can have a great impact on the higher operation of this store and all stores in the country. Therefore, considering the importance of burnout and its relationship with mental health and personality traits of corporate employees, this can help the productivity and the presence of skilled manpower in organizations and ultimately be able to achieve the vision and goals of the organization. To forgive and help to improve its effectiveness in the internal and external factors of the organization; Therefore, the purpose of this study was the role of mental health and personality traits in predicting burnout in CANBO store sellers in Tehran.

Materials and Methods

This research was applied in terms of purpose and descriptive and correlational in terms of method. The statistical population included all the sellers of the CANBO store in Tehran in 2021 and the number of the population of sellers of the CANBO store in Tehran based on the statistics obtained from the comprehensive information system was 850 people. Krejcie and Morgan's table was used to determine the sample size; therefore, 265 people were selected as the sample size by stratified random sampling. Entering criteria include: Satisfaction and interest of selected individuals to participate in the study, at least 2 years of experience in the sales department of CANBO stores, and being able to provide information and experience by them and exclusion criteria also include: People who answered the questionnaire incompletely and the employees who were newly hired and had less than 2 years of experience. Data collection tools in the present study included the following questionnaires:

Maslach Burnout Inventory (MBI) Questionnaire

To measure the burnout of the subjects, the 22-item burnout questionnaire of Maslach et al., (2001) was used.²³ This questionnaire measures burnout in three dimensions: Emotional exhaustion, Depersonalization, and Personal Accomplishment. All questionnaire items with the Likert scale have been designed as never (1), rarely (2), sometimes (3), most of the time (4), and always (5); As the trend of increasing numbers indicates an increase in burnout. To assess the validity of this questionnaire, Maslach used Cronbach's alpha coefficient, and the validity of each of the subscales of emotional fatigue, depersonalization, and personal performance were 0.92, 0.79, and 0.71, respectively, and the test-retest coefficients were 0.60 to 0.90.²³ In domestic research, Golmohammadian and Sajadi (2016) obtained the reliability coefficient of this instrument based on Cronbach's alpha coefficient of 0.93 and for its scales of emotional fatigue, depersonalization, and personal adequacy to be 0.85, 0.80, and 0.85, respectively.²⁴ Abedi, Shafiabadi, Ahmadi, and Salimizadeh (2003) calculated the validity of this questionnaire by convergent validity method and by correlating the scores of this questionnaire with the Goldard burnout questionnaire that the correlation coefficient between these two questionnaires was 0.59 and at the level of 0.001 was significant.²⁵

NEO NEO Five-Factor Inventory (NEO-FFI)

This scale is a 60-item test that includes and Measures five personality factors: N/Neuroticism, E/Extraversion, O/Openness, A/Agreeableness, and C/Conscientiousness on a five Likert scale.²⁶ In a 1989 study by Costa and McCrae for a short-term retest of the NEO test on 208 students over three months, the validity coefficients for the five factors were 0.83, 0.75, 0.80, 0.79, and 0.79 respectively, which is a sign of high internal consistency of the test. To evaluate the validity of this scale, the correlation coefficients obtained for each factor were equal to 0.70, 0.72, 0.41, and 0.75, respectively.²⁶ These results confirm the validity of the NEO-FFI personality scale. In Iran, GarousiFarshi, Mehryar, and Ghazi Tabatabai (2001) reported alpha coefficients for the main factors N, E, O, A, and C 0.86, 0.73, 0.56, 0.68, and 0.78, respectively. Which is an acceptable amount.²⁷

Procedure

After obtaining a letter of introduction and permission

from the General Department of Human Resources and Security of the CANBO store, the researcher Attended different branches and after stating the importance and objectives of the research, asked the sellers to complete the questionnaire carefully. With the agreement of the vendors, the necessary information about the confidentiality of the information was given and they were assured that the data is collected anonymously and only for use in the research. Mean and standard deviation was used to analyze the data at the descriptive level and Pearson correlation and regression analysis were used using SPSS software version 22.

Results

Findings from demographic data showed that the Mean and standard deviation age of participants was 5.11 ± 39.31 years. In terms of education, 32.83% had diploma education, 9.43% had postgraduate education, 50.94% had bachelor's education and 6.79% had postgraduate education. In terms of marital status, 44.53 percent of the participants were married, and most of the subjects, 92 (34.71 percent), had work experience between 5 and 10 years. Table 1 shows the mean and standard deviation of participants' scores in terms of research variables.

Since the study of research hypotheses requires the use of Pearson correlation parametric tests and regression analysis, which itself has the assumption that the distribution of scores is normal and linear,²⁸ so the Kolmogorov-Smirnov test was used to test the normality of the dispersion distribution. The value of the Z statistic was not significant for any of the variables of burnout, personality traits, and mental

health ($p>0.05$), so it can be concluded that the distribution of scores of variables was normal and the assumption of normal distribution of scores of variables was observed. Also, in addition to the normal distribution of data to use regression analysis, there should be a linear relationship between predictor variables and criterion variables, and the criterion variable and predictor variables should be measured based on the distance scale; Considering that in the present study, the probability of the value of F in the factor being linear was not more than 0.05, so it can be concluded that there is a linear relationship between the predictor variables and the criterion variable. Due to the availability of this condition, Pearson correlation and regression analysis were used to test the research hypotheses.

Table 2 shows the correlation between burnout and mental health and personality trait components. As can be seen in Table 2, there is a negative and significant relationship between mental health, extroversion, and agreeableness with burnout ($p = 0.001$). The negative course of this relationship also shows that the higher the mental health, extraversion, and agreeableness in a person, the less burnout he/she will have. On the other hand, there is a positive and significant relationship between the components of neuroticism, conscientiousness, and openness to experience (from the variable of personality traits) with burnout. In other words, increased neuroticism, conscientiousness, and openness to experience will be associated with increased burnout, and vice versa. Multiple regression was used to predict burnout, the results of which are presented in Table 3.

Table 1. Mean and Standard Deviation of Research Variables

Variable	Component	Mean	Standard Deviation
Job burnout		69.95	5.47
Mental health		68.78	21.35
Personality characteristics	Neuroticism	34.77	6.91
	Extraversion	41.75	5.21
	Conscientiousness	43.91	7.32
	Agreeableness	40.40	6.68
	Openness	37.66	4.20

Table 2. Correlation between Variables

Variable	Job Burnout	Significance Level
Mental health	-0.451	0.001
Neuroticism	0.329	0.001
Extraversion	-0.264	0.001
Conscientiousness	0.281	0.001
Agreeableness	-0.308	0.001
Openness	0.122	0.001

Table 3. The Result of the Multiple Regression Equation with the Criterion of Burnout

The Variable Entered into the Equation	The Correlation Coefficient (R)	The Coefficient of Determination (R ²)	F	Significance Level
Mental health and personality traits	0.572	0.327	26.32	0.001

In Table 3, the value of R shows the correlation between the predictor variables and the criterion variable, and R² is the value of the coefficient of determination, or in other words, the value of the variance of the criterion variable, which is explained by the predictor variables. According to these explanations, mental health and personality traits (neuroticism, extroversion, Agreeableness, conscientiousness, and openness to experience) are included in the equation and their correlation with the burnout variable is 0.572, and 32.7% of the burnout changes.

Based on the F statistic and its significance level in the table above, which answers the question of

whether the amount of variance explained by the predictor variables is statistically significant, it was observed that according to its value (F = 26.32) At the confidence level of 0.99 is significant and the amount of multiple correlation coefficient and the coefficient of explanation obtained are significant. According to this result, the research hypothesis that states "mental health and personality traits predict burnout among sellers in CANBO store (Tehran)" is confirmed. According to this result, the research hypothesis that states "mental health and personality traits predict burnout among sellers in CANBO store (Tehran)" is confirmed.

Table 4. Standard and Non-standard Regression Coefficients of Predictor Variables

Predictive Variables	Non-standard beta Coefficients	Standard Error	Standard beta Coefficients	T Statistics	Predictive Variables
Constant amount	61.39	3.96	-	15.50	0.001
Mental health	-0.078	0.016	-0.305	-4.88	0.001
Neuroticism	0.232	0.036	0.293	6.37	0.001
Extraversion	-0.074	0.054	-0.071	-1.32	0.171
Conscientiousness	0.130	0.035	0.173	3.67	0.001
Agreeableness	-0.037	0.048	-0.045	-0.765	0.445
Openness	0.127	0.060	0.097	2.12	0.035

To determine the effect of each of the variables included in the regression equation on the job satisfaction variable, we refer to Table 4.

Based on the information in Table 4 and the value of the standard beta coefficient, it is observed that the effect of mental health in predicting burnout was negative and -0.305, and the effect of extraversion and agreeableness on burnout was negative and -0.071, respectively. And was -0.045. Negative beta values for mental health and personality traits of extroversion and agreeableness indicate that the more mental health a person has and the more extroversion and Agreeableness traits a person has, the lower the rate of burnout will be. Also, according to the value of the standard beta coefficient, the effect of personality traits of Neuroticism, conscientiousness, and openness to experience on burnout is positive and in the amount of 0.293, 0.173, and 0.097, respectively. A positive beta value for these personality traits indicates that the higher the level of these traits in a person, the greater the rate of burnout.

Discussion

This study aimed to investigate the role of mental health and personality traits in predicting burnout among vendors in the CANBO store (Tehran). The results showed that the predictor variables, namely mental health and all components of personality traits, were able to significantly predict the burnout of CANBO store sellers.

The findings of the present study indicated that there is a negative relationship between burnout and mental health. This means that the higher the level of health in the sellers of CANBO stores in Tehran, the lower the rate of burnout will be in them, which is in line with the findings of previous research. For example, a study conducted by Mosavi et al., entitled the study of the relationship between stress and burnout and mental health of sports and youth employees in Tehran province concluded that burnout has a significant inverse relationship with stress and mental health.¹ Also, Tahmasbi in his research on employees working

in the headquarters and operations of the gas company concluded that mental health has a negative and significant relationship with burnout.⁸ Also, the researches by Motalebi and Kiani,²⁹ SamadiBilehsvar et al.,¹⁹ Wu,¹³ and Capone and Petrilo⁹ have achieved conclusions in line with the findings of the present study.

Explaining this finding, it can be said that when a person's mind is involved in work and family problems and struggles with problems, as a result, he suffers physical and psychological injuries that may endanger his mental health;⁷ Since burnout causes various psychological, physical and emotional complications, so such factor will have a great impact on mental health. The less mentally healthy a person is, the more likely he or she is to suffer from complications such as burnout.³⁰ Longitudinal research has reported that burnout leads to symptoms of depression and, as a result, reduces mental health. Job burnout has also been shown to be associated with anxiety and muscle aches.¹³ In addition to the harmful effects of burnout on the physical and mental health of individuals, organizations also suffer from the consequences of burnout; These include employee dysfunction, leaving the job, reduced organizational commitment, reduced job satisfaction, increased health costs, reduced workplace creativity, lack of problem-solving and innovation;¹⁶ In fact, burnout is a phenomenon that is completely related to working conditions.⁶

According to the theoretical foundations of the research, human resources in various organizations, including stores, are affected by work stress, and neglecting the mental health characteristics of employees increases their fatigue and burnout, and thus affects the optimal performance of the organization or institution;⁵ In such a way that neglecting it and not trying to empower human capital can put it in an acute and then critical situation, which will also lead to reduced productivity; Because the most important competitive advantage of successful organizations in this space is having healthy and capable human resources.²² Given the above, it can be expected that with the decline in the mental health of salespeople, the rate of burnout will increase.

Another finding of the study showed that there is a significant relationship between the components of personality traits and burnout among sellers of CANBO stores (Tehran) and personality traits can predict burnout among these sellers. The relationship between

burnout and the components of Neuroticism, conscientiousness, and openness to experience was positive and significant. This finding means that the more personality traits, i.e., Neuroticism, conscientiousness, and openness to experience in salespeople, the higher their burnout; But there was a negative and significant relationship between burnout and extraversion components and agreeableness of personality scales; In other words, when the degree of extraversion and agreeableness among the personality traits of sellers decreases, their burnout rate is more likely to increase, and vice versa. These findings are consistent with the results of previous research in this field. For example, Baleghizadeh et al., in a study conducted among Iranian English teachers found that there is a relationship between burnout and personality traits.¹⁶ Kim in his research also found consistent results with the present study on the relationship between personality traits and burnout.¹⁸ The results of the research of Mellblom et al.,⁴ Dehghani et al.,¹⁰ and Sadeghi and Garousi¹⁷ are also in line with the findings of this research.

Explaining the findings, it can be said that increasing the rate of emotional fatigue leads to a decrease in the individual's ability to adapt to stressful factors and, as a result, the emergence of behavioral and physical symptoms. In the context of the inverse relationship between burnout and agreeableness and extraversion, we can refer to the results of Brill's research which showed that high scores on burnout are associated with high degrees of introversion.³² Because extroverts are social, decisive, active, and talkative, and love excitement and mobility, these traits are associated with hope for future success and an interest in industry and work, which is in line with the findings of this section. Just as there was a significant negative relationship between burnout and agreeableness, Kim also found that people with low levels of stubbornness (engaging in daily activities, feeling in control of events, and being receptive to change) have higher scores on burnout.¹⁸ The person with high scores on agreeableness is essentially altruistic, empathetic with others, eager to help them, and believes that others have the same relationship with him/her. Given these characteristics, it is logical that their burnout score is also low.⁴

The results also showed that there is a positive and significant relationship between conscientiousness and burnout among sellers of CANBO stores in Tehran; this means that highly conscientious employees are

more likely to suffer from burnout. These results are not consistent with the research of Van der wall et al.¹⁵ They reported that conscientiousness has a positive relationship with personal development. In this regard, two views can be proposed: In one view, it can be said that conscientiousness is a kind of inner satisfaction from work and job, and this may not be a reason to increase burnout, but in the second view, a sense of conscientiousness is a kind of stress and a kind of commitment To the organization, which can lead to fatigue, assimilate and burnout.¹⁶In fact, those who have a lot of work commitment to their job, because of an inner fear of doing the job, do all aspects of their work with all the difficulty and may work longer hours (than the time defined by the organization) Or engage more in dealing with customers and clients for their satisfaction, all of these factors can increase stress and thus increase the likelihood of burnout.³²

The results also showed a direct and significant relationship between Neuroticism and burnout. Neuroticism is associated with negative emotions such as fear, sadness, tension, anger, guilt, constant and pervasive feelings, and vulnerability to distress. These characteristics make it difficult to tolerate the work environment and the Neurotic person experiences more burnout.¹⁷ Regarding the relationship between burnout and openness to experience, which had a positive and direct relationship with each other, it should be said that theoretically, people with a high score in openness are curious people and their lives are full of experience. These people want to enjoy new theories and unconventional values and have a lot of positive and negative emotions compared to "closed" people.³³ The degree of burnout of such people seems to depend on the type of work. These people are more likely to experience less burnout in jobs such as journalism and writing where there is a variety of subjects, but in jobs such as in-store work, especially in the sales department, where they usually have to do monotonous work for long periods, they experience more burnout. In this case, the difference in results seems to be normal in different researches.

Conclusion

Based on the findings, it can be concluded that mental health and personality traits predict burnout among salespeople. Among the limitations of the present study, we can mention the use of the cross-

sectional study method; therefore, it is suggested that in future research, longitudinal and experimental methods be used to investigate the effects of predictor variables on vendor burnout. Also, due to the limited statistical population of one city and one type of store, which limits the possibility of generalizing the results, it is recommended that further research be conducted in other populations and cities. Considering the effect of burnout on employee productivity, it is suggested that other predictor variables be considered in this regard; On the other hand, considering the relationship between burnout and mental health and personality traits of sellers in CANBO stores, store chairmen and managers must conduct programs to improve motivation, job satisfaction, human relationships and identify personality traits among vendors to increase job productivity.

Conflict of Interest

The authors declare no conflicts of interest.

Ethics Approval

This study was committed to the Helsinki principles and an informed consent was obtained from all participating patients. Patient information was kept confidential and no additional costs were imposed on patients. It should be noted that the present research is taken from the master's thesis of the Islamic Azad University of Electronic Department. The research ethics code is IR.IAU.R.REC.1401.028.

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