

AN INVESTIGATION INTO THE LINK BETWEEN INTERNAL COMMUNICATION AND
CORPORATE BURNOUT: A CASE OF ADMINISTRATORS IN SELECT PUBLIC HIGH
SCHOOLS IN KAKAMEGA COUNTY

BY

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APPROVAL

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of the requirements for the Master of Arts degree.

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DECLARATION

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I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

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LIST OF ABBREVIATIONS AND ACRONYMS

CB	Corporate Burnout
CT	Classroom Teacher
CTB	Classroom Teacher Burnout
DP	Depersonalization
EE	Emotional Exhaustion
ERT-OCB	Extra Role Time Organizational Citizenship Behaviors
HRM	Human Resources Management
IC	Internal Communication
MBI	Maslach Burnout Inventory
MoE	Ministry of Education
PA	Reduced Personal Achievement
POS	Perceived Organizational Support
PR	Public Relations
SET	Social Exchange Theory
TSC	Teachers Service Commission
UNESCO	United Nations Educational, Scientific and Cultural Organization
WHO	World Health Organization

ABSTRACT

Existing literature underscores corporate burnout (CB) as a significant contributor to decreasing employee efficacy worldwide. In line with this, various studies have highlighted the prevalence of burnout within the teaching profession, with administrators displaying higher burnout levels compared to the general populace. Considering the indispensable role of the teacher in the education system, it is essential that solutions be sought to counter burnout. Internal communication (IC) has been found to play a significant role in creating a conducive workplace environment that fosters healthy relations in organizations. It is therefore feasible that IC may have an influence on CB hence potential solution to CB. This study delved into investigating the relationship between IC and CB among public high school teachers employed by the Teachers Service Commission (TSC) in Kakamega County. The research sought to establish: the perceived effectiveness of the IC in place based on official channels used by TSC to communicate amongst select public high school administrators in Kakamega County; the administrator burnout levels in the schools and association between IC and CB among select public high school administrators. The study, which employed the correlation research design, established the following: the respondents rated TSC's IC as effective; all the respondents reported experiencing burnout though in varying levels and that there existed a statistically significant relationship between IC and CB, which was characterized by a weak negative correlation. The study recommended that communication personnel in organizations take an active lead in the fight against CB; TSC address the lapses in their IC to further buffer CB.