

Virtual Marketing Team Leadership and Burnout: Literature Review, Implications for Managers, and Recommendations for Future Research

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Abstract : In the digitally connected world, global virtual teams are increasingly becoming the norm at large, multinational companies. Marketing managers see the positives of virtual teams. They also see the negatives. Employees who work from home may feel isolated, unorganized, and distracted by homelife. These complexities create a phenomenon that leaves virtual team members feeling burnout, a significant issue for marketing leaders and their team members. This paper examines remote worker burnout in global virtual marketing team settings. It provides an overview of the benefits and downsides to remote working marketing teams. The paper presents the literature on remote work stress and burnout, discusses ways marketing leaders can help prevent virtual employee burnout and suggests future research studies.

Keywords : burnout, COVID-19 pandemic, leadership, marketing, remote work, virtual team

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