

# DIPLOMA THESIS

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**Hungarian University of Agriculture and Life Sciences**  
**Károly Róbert Campus**  
**Master's**

**TITLE OF THESIS:**  
**ANALYZING THE IMPACT OF MENTAL HYGIENE ON**  
**BUSINESS SUCCESS.**  
**CASE STUDY: NOKIA HUNGARY.**

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**Place of training Gyöngyös**

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## Summary

This thesis investigated the intriguing link between mental hygiene practices and business success. To achieve this, a two-pronged research approach was employed.

The first phase involved a comprehensive review of existing scholarly literature. This included articles, books, and reports that explored the connection between employee well-being and business performance. Through content analysis, valuable insights and trends were extracted from relevant documents and media. Additionally, data mining techniques were utilized (if applicable) to uncover hidden patterns within existing datasets that might shed light on the research question. If relevant studies existed, a meta-analysis may have been conducted to synthesize their results and provide a broader perspective on the link between mental hygiene and success.

The second phase focused on collecting original data specific to Nokia Hungary. A meticulously designed questionnaire, detailed in Annex 1, was employed to gather this data from participants. The questionnaire incorporated a variety of question formats, including multiple-choice, yes/no, Likert scale, and open-ended questions, to capture a diverse range of perspectives. To ensure a broad reach, the questionnaire was disseminated through online platforms like Google Forms and social media like Facebook. Additionally, targeted distribution to specific employee groups may have been implemented (e.g., email).

This two-phased approach offered several advantages. First, by leveraging existing research, the study was able to gain a swift and thorough understanding of the broader topic. Second, it facilitated access to a wide range of data sources, enriching the overall comprehension of the connection between mental hygiene and business success. Finally, the primary research component allowed for an in-depth exploration of the specific practices and experiences of Nokia Hungary and its employees.

Analyzing the demographic profile of the participants proved to be a crucial aspect of the research. Understanding the characteristics of those who participated (e.g., age, job title) provided valuable context for interpreting the findings. This demographic data helped to identify potential variations in responses across different employee groups within the company.

In conclusion, this thesis explored the fascinating relationship between mental hygiene and business success through the case study of Nokia Hungary. By combining a comprehensive review of existing research with the collection of original data, this study aimed to shed light on how mental hygiene practices can influence a company's performance.