

PRIORITIZING HEALTH, FAMILY, BUSINESS- A POTENTIAL SOLUTION TO GAIN HAPPINESS AND SATISFACTION

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Abstract:

This article examines the implementation of the "Beyond the Game: Prioritizing Health to Boost Business Performance" Erasmus Blended Intensive Program (BIP) held in Timișoara in March 2026, which explored the connection between holistic health and corporate productivity. Through a multidisciplinary collaboration between the West University Timisoara, Romania (Faculty of Physical Education, Faculty of Economics and Business Administration) as well as the Gál Ferenc University, Faculty of Economics Békéscsaba, Hungary, the program facilitated an international exchange focused on organizational behaviour. The primary academic output was a 100-page Employee Wellbeing Guidebook, developed by students from five nations. This paper analyzes the pedagogical shift toward experiential learning and the strategic importance of prioritizing employee health to enhance business performance. The findings suggest that integrating wellness into the professional sphere is essential for sustainable economic success in the modern workforce.

Key words: Erasmus BIP, Business Performance, Holistic Health, Employee Wellbeing, Blended Learning

INTRODUCTION

This Erasmus Blended Intensive Program (BIP) has emerged as a pivotal model for international academic mobility, utilizing a hybrid structure that integrates online collaborative phases with short-term, high-impact physical mobility. The program analyzed herein, entitled "Beyond the Game: How to prioritize health to boost business performance," was designed to bridge the gap between individual wellness and organizational efficiency.

This initiative adopted an interdisciplinary approach, merging Physical Education and Economic Sciences to address the multifaceted nature of workplace productivity. The program's philosophical foundation rests upon the Roman poet Juvenal's maxim, *Mens sana in corpore sano* (a healthy mind in a healthy body), asserting that professional achievement is inextricably linked to physical and mental integrity. Furthermore, we cannot help relying on Aristippos' educational theory, which defines teaching as providing opportunity and learning as the act of seizing it. By fostering a "playful" yet disciplined approach to health, the BIP aimed to equip students with the strategies necessary to prioritize wellbeing as a driver of business performance.

METHODOLOGY AND PEDAGOGICAL APPROACH

The program utilized an "Experiential Pedagogy" framework, prioritizing "learning through play" as a means of character development and knowledge acquisition. This methodology moves beyond mere instruction to encompass the formation of values and communication skills. The student cohort was international, featuring delegates from Romania, Hungary, Serbia, Slovakia, and Poland, thereby enriching the collaborative environment with diverse cultural perspectives.

The BIP structure transitioned from a theoretical online phase to a practical experiential phase in Timișoara. Central to this approach is the concept of "leadership as guidance," where the educator functions as a facilitator rather than a traditional lecturer. This model acknowledges the evolving demographic profile of the younger generation, for whom the traditional definitions of

"effort" have shifted toward a preference for "experience." By framing academic challenges as opportunities for personal discovery, the program aligned with the principles of Lifelong Learning, ensuring that the acquired competencies in health and economics remained relevant throughout the participants' future professional trajectories.

BIP PHYSICAL MOBILITY ACTIVITIES

The physical mobility phase in Timișoara served as a practical laboratory for testing the theories of community building and health prioritization within a regional context.

a. THE SURVIVAL TOUR

A primary team-building exercise was the "Survival Tour," where international groups navigated the urban landscape of Timișoara using a map to locate seven specific cultural landmarks. Under strict time constraints, teams were required to document their progress via photography. This activity catalyzed rapid social integration and demonstrated the necessity of clear communication and coordinated effort in high-pressure environments, mirroring the dynamics of the modern corporate world.

b. WELLNESS AND COMMUNITY INTEGRATION

A visit to the Amazonia Wellness Center and Aquapark provided participants with a tangible case study in physical recovery and stress reduction. This facility highlighted the role of modern infrastructure in supporting employee wellbeing, allowing students to observe how institutionalized wellness resources contribute to individual revitalisation and, by extension, organizational efficiency.

c. CULTURAL AND HISTORICAL CONTEXT

The program integrated regional heritage as a tool for mental relaxation. Participants explored the promenade historically frequented by Empress Sissi, situated within the Maros, Körös, and Tisza regional corridor. This connection to the host region's natural environment was epitomized by the observation of the local white flowering trees. In the pedagogical context, these trees symbolized the importance of standing one's ground independently and proudly—a metaphor for professional resilience and mental clarity.

THE EMPLOYEE WELLBEING GUIDEBOOK

The definitive academic contribution of the BIP was a 100-page international Employee Wellbeing Guidebook. This document was designed to provide organizations with actionable frameworks for enhancing workforce health. The research focused on three target persons to evaluate the socio-economic impacts of health:

1. *The "Healthy" individual*: Serving as the benchmark for sustainable performance.
2. *The "Obese" individual*: This persona allowed for an analysis of the significant burden obesity places on the national economy and healthcare systems, specifically regarding high rates of absenteeism and decreased workplace engagement.
3. *The "Fit" individual*: Exploring the benefits of peak physical conditioning and the boundaries of high-activity lifestyles.

The guidebook developed six criteria for holistic wellbeing:

- **Awareness in daily activities and physical health**: Cultivating conscious movement and ergonomic awareness in professional settings.
- **Stress and emotional management**: Implementing strategies to transform stress into "Eustress"—a positive, mobilizing resource that enhances focus and resilience.

- **Conscious communication:** Reducing workplace friction through intentional and transparent dialogue.
- **Cooperation and workplace relationships:** Strengthening social support networks within international and local teams.
- **Work-life balance:** Navigating the blurred boundaries of modern work-from-home dynamics to ensure long-term productivity.
- **Holistic physical and mental health:** Synthesizing mind-body care to prevent professional burnout.

SPECIALIZED PERSPECTIVES: INTERVIEWS

To validate the findings of the guide book, student teams conducted cross-disciplinary interviews with three categories of experts:

- **Sports professionals:** Providing insights into active recovery and physical maintenance.
- **Doctors:** Offering medical perspectives on the biological consequences of chronic stress and disease prevention.
- **Economic specialists:** Detailing the correlation between health investments and corporate profitability.

These interviews provided a multifaceted data set, offering practical "tips and tricks" for time management and illustrating how different sectors approach the challenge of optimizing employee output.

CONCLUSIONS

The "Beyond the Game" BIP demonstrated that international mobilities are an effective vehicle for personal growth, linguistic development, and cultural exchange. By expanding their comfort zones without inducing burnout, students developed the resilience required for contemporary labour markets. The central message remains that business performance is inseparable from the prioritization of health; success is not achieved through the sacrifice of wellness, but through its integration. Future implications include the development of Scientific Student Circles (TDK) papers and the presentation of these findings at international venues, such as the forthcoming conference in Rome.

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