

**Toarniczky Andrea PhD**  
**Associate Professor**  
**Corvinus University of Budapest**  
Hungary  
[andrea.toarniczky@uni-corvinus.hu](mailto:andrea.toarniczky@uni-corvinus.hu)

**Keynote speech title:**  
**Quest for true self in a work hard culture**

**Abstract**

The speed or in other terms the work hard culture acknowledges only the visible and measurable individual performance, with the present time as the only relevant frame of reference. In a “work hard” culture the ideal employee has a strong work ethic, manages a high workload (60/80 hrs/week) and (s)he is continuously available (to the client and superiors), and is absolutely committed (the work is number one priority). The work hard culture asks for the whole individual, the answer to the question, who they have to become in order to fit in goes beyond the work identity. The work hard culture encapsulates not only the present, but the future too by blurring the difference between desired and ideal/expected identities. Our desired identities take us closer to our true identity(ies), thus a work hard culture may put in danger our quest for our true self too. The lecture aims to uncover the signs of work hard cultures and their possible consequences on our journey to become our true best selves. How to address this while working in or with employees of work hard cultures will be discussed through real life cases in an interactive way.

**Profile**

Andrea Toarniczky is associate professor at Corvinus University of Budapest (CUB), where she teaches Organizational Behaviour, Organizational Culture, Diversity Management and gives personal development trainings at master, postgraduate and executive MBA level. Andrea got her Ph.D. in 2012 from CUB (Hungary). Her main fields of interest are identity and organizational culture. Andrea participated in different national and international research projects (e.g. EnRRICH (H2020 project), Employee friendly organizations in Hungary (OTKA), ProAbility (EGT project) - workplace integration of a diverse workforce). She published several articles in Hungarian and international journals.