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EMOTIONAL INTELLIGENCE BASED ON GENDER AND AREA

Management

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KEYWORDS

INTRODUCTION

The emotional intelligence determines the potential for learning the practical skills that are based on its five elements: self-awareness, motivation, self-regulation, empathy, and adeptness in relationships. An emotional competence is a learned capability based on emotional intelligence that results in outstanding performance at work. Emotional competence shows how much of that potential has been translated into on-the job capabilities. For instance, being good at serving customers is an emotional competence based on empathy. Like wise trustworthiness is a competence based on self-regulation or handling impulses and emotions well. Both customer service and trustworthiness are competencies that can make people outstanding in their work.

Simply being high in emotional intelligence does not guarantee that a person will have learned the emotional competencies that matter for work; it means only that they have excellent potential to learn them. A person might be highly empathic, for example and yet not have learned the skills based on empathy that translate into superior customer service, top – flight coaching or mentoring or the ability to bring together a diverse work team.

REVIEW OF LITERATURE

Paul (2000) studied the emotions in the work place. The study is on emotions in the workplace; the neglect of organizational behavior. An examination of the emotions in the workplace has both a theoretical and practical appeal and may serve to help bridge the scientist – practitioner gap. Similarly **Mayor et al.(2001)** have proposed that emotions are fundamentally social in nature, blurring the conceptual distinction between emotional and social intelligences.

Mark and Susan (2002) have studied the emotional intelligence training and its implications for stress, health and performance. The study also incorporated a matched control group. It was found that training resulted in increased EI and improved health and well being. Similarly **Goldenberg et al.(2006)** only self-reported EI scores showed a consistent pattern of relations with self-reported coping styles and depressive effect, whereas performance based measure demonstrated stronger relations with age, education and receiving psychotherapy.

Anand and Udayasuriyan (2007) have examined the emotional intelligence among the executives of a public sector organization. The authors surveyed them to explore the EI in eight different dimensions and analysed with their demographic factors. Results indicated that the overall EI will play a major role in maintaining good industrial relations and industrial peace. Proper training facilities need to be arranged in order to overcome the EI.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study is to understand the quality of work life among the employees in electronic industry based on the demographic factors, emotional intelligence, job involvement, organizational commitment, work-life balance, group cohesiveness, communication, motivation, decision making, conflict management, organizational culture and ethics. Job satisfaction is measured as an outcome variable. Hence, a descriptive research design was followed by the researcher. A survey was conducted among the electronic industry employees with help of a questionnaire.

SAMPLING FRAMEWORK

AREA

The study was conducted in Chennai and their neighborhood, and Bangalore and their neighborhood. Chennai has maximum number of electronic companies in Sriperumpudur and in the Chennai city. Similarly in Bangalore, electronic city is there. So these two places were found to be the potential places for conducting the survey. So the researcher finds Chennai and Bangalore as the most suitable places to conduct this research. Throughout the work the researcher has made two clusters of areas. Here, Chennai represents the Chennai and their neighborhood, Bangalore represents the Bangalore and their neighborhood.

SAMPLING TECHNIQUE

In this study, the researcher has adopted the convenient sampling technique for selecting the sample. Convenient sampling procedure is used to obtain those units or people most conveniently available. Researchers generally use convenient samples to obtain a large number of completed questionnaires quickly. There will not be bias in the responses in using the convenient sampling since the respondents voluntarily participate in the survey. As the respondents show interest to fill up the questionnaire, the error rate will be minimal. Especially many internet surveys are conducted with volunteer respondents, who either intentionally or by happenstance visit the website. In this scenario the respondents who are met personally and through net are not forced to fill up the questionnaire. The purpose is explained to them and their involvement in the study is left to their choice. So convenient sampling was the best sampling method available in this situation.

DATA COLLECTION

Primary Data

The primary data was collected by two methods

1. Survey through Web Hosting
2. survey through Hard Copy Circulation

An exclusive website (www.vimoha.com) is designed and the questionnaire was hosted. The URL link is sent to employees in electronic industry in Chennai and Bangalore. The respondents can log into the website and fill up the questionnaire. The filled in questionnaire are saved in the e- mail. The filled-in- questionnaires were then downloaded for the analysis.

An effort is also taken to circulate the questionnaire personally to the employees for collecting data. The respondents are explained about the purpose of the research, and assured that their data will kept confidential and used only for the academic purpose.

Secondary Data

The necessary secondary data to support the research regarding quality of work life and electronic industry have been collected from the Indian Institute of Management-Bangalore, libraries of management institutes, and university library. Sufficient data have been collected from electronic sources also.

SAMPLE SIZE DETERMINATION

To determine the samples for the main study the following formula has been applied.

$$M = \frac{2(Z_1 - {}^{\alpha}/_{2} + Z_1 - B)^2}{\Delta^2} + \frac{Z_1^2 - {}^{/}_{2}}{4}$$

Where, $\Delta = \mu_1 - \mu_2 / \delta$ $\mu.^0 =$ mean
$\Delta^2 =$ mean level $\sigma =$ standard deviation .

As per pilot study the QWL dimensions descriptive are taken for the sample size determination. The mean of QWL dimensions was found to be 30-32. The mean of work-life balance was found to be 32.7 and 31.5 in Chennai and Bangalore respectively. From the result, the delta (Δ) value is found to be 0.19. The result obtained was 395. Expecting a non-response rate of 20 percent, around 480 questionnaires were distributed for the study in Chennai and in Bangalore. Also the questionnaire was hosted in web. Finally, in Chennai and their neighborhood, 125 responses were received from web and 350 responses were received in hard form. And in Bangalore 150 responses were received from web and 325 responses were received in hard form. Out of the received responses in the study area, the elimination of cases with missing data resulted in 410 responses in Chennai, and 405 responses in Bangalore. Out of the completed questionnaire, the first 400 in each study area have been taken for the study.

Instruments Used:

In order to measure the quality of work-life among the employees in the electronic industry the following tools have been used in the present study.

- Emotional intelligence questionnaire developed by Bar on

STATISTICAL TOOLS USED

The collected data were analyzed by using SPSS package version 15 and **Descriptive statistics is done for analysis.**

OBJECTIVE OF THE STUDY

- To find out the level of emotional intelligence among employees in Chennai and Bangalore

RESULTS AND DISCUSSION

EMOTIONAL INTELLIGENCE

Emotional intelligence determines the potential for learning the practical skills that are based on ten elements: self-regard, interpersonal relations, impulse control, problem solving, emotional self-awareness, flexibility, reality testing, stress tolerance, and empathy. The influence of demographic factors over the emotional intelligence of the employees is studied and the results are discussed below.

Table 1 -Level of Emotional Intelligence of Employees

Emotional Intelligence Dimensions	CITY					
	Chennai			Bangalore		
	Low	Medium	High	Low	Medium	High
Self-Regard	69 (17.3%)	262 (65.5%)	69 (17.3%)	53 (13.3%)	268 (67%)	79 (19.8%)
Inter-Personal Relations	52 (13%)	296 (74%)	52 (13%)	46 (11.5%)	280 (40%)	74 (18.5%)
Impulse Control	64 (16%)	296 (74%)	40 (10%)	53 (13.3%)	289 (72.3%)	58 (14.5%)
Problem Solving	56 (14%)	292 (73%)	52 (13%)	43 (10.8%)	297 (74.3%)	60 (15%)
Emotional self-awareness	67 (16.8%)	288 (70.2%)	45 (11.3%)	49 (12.3%)	293 (73.3%)	58 (14.5%)
Flexibility	41 (10.3%)	318 (79.5%)	41 (10.3%)	54 (13.5%)	287 (71.8%)	59 (14.8%)
Reality Testing	80 (20%)	240 (60%)	80 (20%)	63 (15.8%)	230 (57.5%)	107 (26.8%)
Stress Tolerance	31 (7.8%)	313 (78.3%)	56 (14%)	52 (13%)	275 (68.8%)	73 (18.3%)
Assertiveness	23 (5.8%)	270 (67.5%)	107 (26.8%)	51 (12.8%)	264 (66%)	85 (21.3%)
Empathy	75 (18.8%)	266 (66.5%)	59 (14.8%)	52 (13%)	290 (72.5%)	58 (14.5%)

Source: Primary Data Parentheses Indicate Row Percentage

Table 1 shows the level of emotional intelligence among the employees in Chennai and Bangalore.

Among the employees in Chennai, it is found that the dimensions are in the medium level among majority of the employees. It is found that 65-75 percent of the employees have reported that they have medium level of self-regard, inter-personal relations, impulse control, problem solving, emotional stability, flexibility, reality testing, stress tolerance, assertiveness and empathy. In Bangalore also it is noted that 69-75 percent of the employees have medium level of self-regard, impulse control, problem solving, emotional stability, flexibility, reality testing, stress tolerance, assertiveness and empathy. Only 40 percent of the employees have said that they have medium level of inter-personal relations.

More than 10 percent of the people have reported that they have low level of dimensions such as self-regard, inter-personal relations, impulse control, problem solving, emotional stability, flexibility, reality testing, and empathy. Only 5-7 percent of the employees have reported that they feel low stress tolerance, and assertiveness. Around 10-15 percent of the employees in Bangalore also have reported low level of all the emotional intelligence dimensions such as self-regard, inter-personal relations, impulse control, problem solving, emotional stability, flexibility, reality testing, stress tolerance, assertiveness and empathy.

Nearly 10 – 17 percent of the employees have reported high level of self-regard, inter-personal relations, impulse control, problem solving, emotional stability, flexibility, stress tolerance, and empathy. 20 percent of the employees have reported high that they have level of reality testing, and assertiveness. In Bangalore 15-25 percent of the employees have reported high level of all the dimensions such as self-regard, inter-personal relations, impulse control, problem solving, emotional stability, flexibility, reality testing, stress tolerance, assertiveness and empathy.

Table 2 picturises the emotional intelligence among the employees in Chennai and Bangalore based on area and gender. Comparing the mean values among the employees in Chennai and their neighborhood indicates that the self-regard with a mean value of 23.35, inter-personal relations with a mean value of 18.43, impulse control with a mean value of 10.32, problem solving with a mean value of 16.64, emotional stability with a mean value of 12.80, flexibility with a mean value of 17.59, reality testing with a mean value of 12.66, and empathy with a mean value of 13.38 are high among the female employees than the male employees.

Stress tolerance with a mean value of 18.84 and assertiveness with a mean value of 12.98 are found to be high among the male employees than the female.

Among the employees in Bangalore self-regard with a mean value of 23.28, interpersonal relations with a mean value of 18.52, impulse control with a mean value of 10.50, problem solving with a mean value of 15.58, emotional stability with a mean value of 12.54, flexibility with a mean value of 18.11, reality testing with a mean value of 13.14, stress tolerance with a mean value of 17.98, and empathy with a mean value of 13.07 are high among the female employees than the male employees.

Assertiveness is found to be high among the male employees with a mean value of 13.41 than the female employees.

To sum up, it is found from the mean values that the assertiveness is found to be high among the male in both Chennai and Bangalore. The other dimensions are found to be high among the female in both places.

Ho-2.1: There is no significant difference in the emotional intelligence among the employees based on gender, area and the interactive effect of gender and area.

To verify the hypothesis, ANOVA test is carried out. The result indicates that the gender has a significant impact in the stress tolerance and empathy among the employees. This is because the F-value 6.570 and 2.731 are significant at 1 percent level. The other dimensions such as self-regard, interpersonal relations, impulse control, problem solving, emotional stability, flexibility, reality testing, and assertiveness are not varied based on the area since the F-value is non-significant.

In area wise analysis, it is found that the inter-personal relations, problem solving, reality testing, and assertiveness are significantly influenced since the F-value 10.420, 6.182, 7.137, 10.219 are significant. The other counts such as self-regard, impulse control,

emotional stability, flexibility, stress tolerance, and empathy are not significantly influenced based on the area since the F-value is non-significant.

Area and gender have significant interaction with the inter-personal relations, and problem solving among the employees. This is so because the F-value 3.141 and 3.705 is significant at 1 percent level. The inter-personal relations, impulse control, emotional self-awareness, flexibility, reality testing, stress tolerance, assertiveness and empathy are not varied, because the computed F-value is non-significant.

FINDINDS AND SUGGESTIONS

In Chennai, 10 – 26 percent of the employees have reported high level of self-regard, inter-personal relations, impulse control, problem solving, emotional self-awareness, flexibility, stress tolerance, and empathy. Reality testing and assertiveness is found to be at higher level among 20 percent of the employees.

In Bangalore, 15-26 percent of the employees have reported high level of all the dimensions such as self-regard, inter-personal relations, impulse control, problem solving, emotional stability, flexibility, reality testing, stress tolerance, assertiveness and empathy.

Emotional intelligence is high among the female employees in Chennai. Gender significantly influences the stress tolerance and empathy among the employees. Area significantly influences interpersonal relations, problem solving, reality testing and assertiveness. Area and gender has significant interaction with the inter-personal relations and problem solving among the employees.

CONCLUSION

To conclude the study shows that the employees in electronic industry in Chennai and Bangalore have reported high level of emotional intelligence in dimensions such as impulse control, problem solving, interpersonal relations, emotional stability, flexibility reality testing, stress tolerance and assertiveness. The area and gender also have significant influence over the emotional intelligence of the respondents.

Table 4.3.1 - Emotional Intelligence Based on Gender and Area

Emotional Intelligence	Chennai				Bangalore				ANOVA Result		
	Male		Female		Male		Female		F-value		
	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D	Gender	Area	Gender and area
Self regard	22.53	6.03	23.35	5.79	22.50	5.86	23.28	5.69	0.206 (NS)	1.279 (NS)	0.158 (NS)
Inter Personal Relations	17.76	4.87	18.43	4.91	16.22	4.54	18.52	5.48	2.487 (NS)	10.420*	3.140*
Impulse Control	9.94	4.07	10.32	3.99	9.74	4.25	10.50	4.58	0.001 (NS)	2.193 (NS)	0.241 (NS)
Problem Solving	16.40	4.31	16.64	4.40	13.71	5.68	15.58	4.93	19.397 (NS)	6.182*	3.705*
Emotional Self Awareness	12.07	3.62	12.80	3.54	12.40	2.41	12.54	3.46	0.010 (NS)	1.808 (NS)	0.816 (NS)
Flexibility	17.39	4.29	17.59	4.48	17.47	2.75	18.11	4.60	0.555 (NS)	1.100 (NS)	0.313 (NS)
Reality Testing	12.05	3.20	12.66	3.37	12.14	2.44	13.14	3.48	0.881 (NS)	7.137*	0.407 (NS)
Stress Tolerance	18.84	3.58	18.78	4.47	17.61	4.50	17.98	5.45	6.570*	0.158 (NS)	0.291 (NS)
Assertiveness	12.98	2.27	12.38	2.79	13.41	2.51	12.48	2.72	1.215 (NS)	10.219*	0.455 (NS)
Empathy	13.23	4.14	13.38	3.81	12.30	4.17	13.07	4.30	2.731*	1.509 (NS)	0.680 (NS)

Source: Primary Data *- 1 Percent Level of Significance NS- Not - Significant

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