



EMOTIONAL INTELLIGENCE OF ENTREPRENEURS IN COIMBATORE CITY

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ABSTRACT

The paper discusses the relationship between emotional intelligence and demographic factors (Age, Community, Marital Status, Residential Area, Educational Qualification, Family Size and Type of Business Owned) of Entrepreneurs in the Coimbatore City. The present paper is an effort towards this direction, of understanding the role played by Top management teams Vision, between (Emotional Intelligence) EI and demographic factors of entrepreneurs. Emotional Intelligence was measured by an EI questionnaire and Demographic variable factors are measured by using the statistical tool. The analysis is done using simple mean. The results emphasize on the importance of emotional intelligence of entrepreneurs on their relationship between demographic factors of the entrepreneurs. Analyzing the data revealed that there is a significant positive relationship between EI and Demographic variable factor. The study supports the theory of interdependence of relationship between emotional intelligence and demographic factors of entrepreneurs.

KEYWORDS

Emotional Intelligence, Entrepreneurs, Demographic Factors.

INTRODUCTION

Indian businesses need to move from an entrepreneurial-driven, unstructured culture to one dominated by professional managers. Management control should rest with professionals, as they are able to perform more efficiently; beneficial ownership can continue to rest with the owners, who can still provide the vision and connections, and enjoy the fruits [increase in firm valuation] of efficient management.

If a younger generation wishes to take over the business, then clear criteria can be defined to determine their eligibility to succeed their elders. These criteria could include requirements to work in middle management, work across divisions, work in audit, and have a first-class education. Succession must also take into account the changing role of women and their desire to be involved in the business. If a proper succession plan is not developed and implemented, nepotism and stagnation will result.

STATEMENT OF THE PROBLEM

Emotional intelligence is still not completely understood, but what to know is that emotions play a very critical role in the overall quality of our personal and professional lives, more critical even than our actual measure of brain intelligence. While tools and technology can help to learn and master information, nothing can replace our ability to learn, manage, and master our emotions and the emotions of those around us.

Here the emotional intelligence plays a significant role at work. We can ask many questions in this context. Why do some people more involved in their work? Why do some people always create problems to the management and organizations? In many cases the answer to these questions lies on emotional intelligence than organizational factors.

The present study is an attempt to analyze the demographic dimensions of entrepreneurs and assess the relationship between emotional intelligence & demographic variables.

OBJECTIVES OF THE PRESENT RESEARCH WORK

1. To study the importance of emotional competency of entrepreneurs in human resource management.
2. To analyze the demographic dimensions of entrepreneurs.
3. To assess the relationship between emotional intelligence & demographic variables.

RESEARCH METHODOLOGY

The chapter provides a brief description of the variables used for the study and provides details about the various tests employed to establish the reliability and validity of the data collected for the purpose of the analysis.

Research Design

The purpose of the research work is to analyze and describe the existing characteristics and nature of the entrepreneurs with respect to the emotional competency. Hence the proposed research work is descriptive in nature.

Study Area

Coimbatore, an industrially developed and commercially vibrant city, has traditionally been an entrepreneurial home ground for TN. The development of Hydro electricity from the Pykara Falls in the 1903s kick started the cotton boom in this area. Coimbatore now has a high concentration of more than 25000 small, medium and large textile mills.

Nature and Source of Data

This study is based on both primary and secondary data. Secondary data pertaining to the domestic, international tourists, income earned, and global revenue have collected from India stat, Central Statistical Organization, National Statistical Survey Organization, Department of Industries and commerce, Government of Tamil Nadu.

Research Instrument

Well-structured questionnaire has been used to collect primary data, which was administered personally to the in house guests. Personal Interview method was employed to collect primary data. The questionnaire consisted of both quantitative and qualitative aspects relating to the emotional intelligence of entrepreneurs.

Research Tool

The simple mean is the commonly used measure of central tendency used in the present research on many occasions like demographic details.

ANALYSIS & INTERPRETATION

Age Group

The age group of the respondents from the table it was clear that a 33 percent of the respondents belong to the age category of 31-40 years, 27.2 percent of the respondents belong to the age category

of 20-30 years, 20.6 percent of the respondents belong to the age category of 41-50 years and a remaining 19.2 percent of the respondents belong to the age category of above 50 years.

Community Classification.

The community details of the entrepreneur. From the table it was clear that a 34.1 percent of the respondents belong to the backward community, 26.4 percent of the respondents belong to the open competition community which includes Brahmins, Naiss., etc, 20.1 percent of the respondents belong to the SC/ST community and a 19.5 percent of the respondents belong to most backward community.

Marital Status

The Marital Status of the respondents. From the table it was clear that a 51.4 percent of the respondents were unmarried and a 48.6 percent of the respondents were married.

Residential Status

The Residential area where the entrepreneurs are put in. from the table it was clear that a 40.1 percent of the respondents were residing in urban area, 31.9 percent of the respondents were residing in Semi Urban area and a 28 percent of the respondents were residing in Rural area.

Educational Qualification

The educational qualification of the respondents table it was clear that a 22.5 percent of the respondents have completed Diploma, 21.4 percent of the respondents have completed UG degree and 17.9 percent of the respondents have completed school education, 17 percent of the respondents have completed higher secondary school education and a remaining 21.2 percent of the respondents have completed other forms of education viz., technical training, industrial training, etc.

Type of Family

The type of family lends by the respondents. From the table it is clear that a 51.4 percent of the respondents were leading nuclear family and a 48.6 percent of the respondents were leading joint family set up.

Type of Industry Owned

The type of industry owned by the respondents table it was clear that a 38.5 percent of the respondents owed medium size units, 33.5 percent of the respondents were owing large size units and a remaining 28 percent of the respondents were owing small size units.

FINDINGS, SUGGESTIONS AND CONCLUSIONS.

Demographic Information:

- A 33 percent of the entrepreneurs were in the age category of 31-40 years.
- A 34.1 percent of the entrepreneurs belong to the Backward Community.
- A 51.4 percent of the entrepreneurs were unmarried.
- A 40.1 percent of the entrepreneurs were residing in urban area.
- A 22.5 percent of the entrepreneurs have completed diploma education.
- A 51.4 percent of the entrepreneurs of the entrepreneur owed nuclear family.
- A 38.5 percent of the entrepreneur's owed medium sized unit, 33.5 percent of the entrepreneurs owed large size unit, and a 28 percent of the entrepreneurs owed small sized units.

SUGGESTIONS:

- Effective entrepreneurs use their emotional intelligence abilities to not only manage themselves but also in their business operations, acquiring resources, building and maintaining relationships, as well as leading their organizations.
- The results of this investigation show that emotional intelligence has a significant effect on demographic factors for their entrepreneurial success.

- Effective entrepreneurs can use their emotional intelligence not only to manage themselves, but also to effectively manage others, and the venture.

CONCLUSION:

As emotional intelligence abilities can be learned and taught, entrepreneurs who are able to exploit their emotional intelligence would able be to create competitive in negotiations, obtaining and maintaining customers as well as providing leadership and maintain order which is vital to entrepreneurial success. It was proved that there is a variable relationship between emotional intelligence and demographic factors of entrepreneurs in Coimbatore city.

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