

A STUDY ON EMOTIONAL INTELLIGENCE IN SERVICE SECTOR

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ABSTRACT

The term emotional intelligence remains to identify the employee's emotional attachment towards their work. To reward the right employees (financial as well as nonfinancial). To help the superior to have a proper understanding about their subordinates. To analyze the emotional level of the employees through personal discussion. It provides information about the employees interest towards work .The research methodology in the present study deals with research design, data collection method, sampling method , analysis and interpretation.

Keyword : *Emotional intelligence,Self awareness, Selfregulation.*

1.INTRODUCTION

EMOTIONAL INTELLIGENCE is described as the perception, evaluation, and management of emotions in yourself and others. It is a concept that tries to connect both emotion and cognition and metacognitive processes The competition and demands that leaders and managers face today is intense and the excellence they need to succeed in their organizations hinges on learning and teamwork, as well as good intrapersonal and interpersonal relationships .

Definition: Emotional intelligence refers to the capability of a person to manage and control his or her emotions and possess the ability to control the emotions of others as well. *Emotional intelligence* is a very important skill in leadership. It is said to have five main elements such as - self-awareness, self-regulation, motivation, empathy, and social skills.

Leader's with EI will be an inspiration, and will be able to transmit their thoughtfulness to their employees making them feel more efficient, happier and satisfied at work.

2. NEED FOR THE STUDY

Emotional intelligence plays a significant role in developing the interpersonal and intrapersonal relations to cope up and navigate through the social complexities right from school to workplace. It is always the people with great emotional intelligence will be the leaders and pioneers in their field.

3.OBJECTIVES OF THE STUDY

- To understand the role of emotional intelligence in organizations and leadership.
- To study the impact of emotional intelligence in workplace success.

4. SCOPE OF THE STUDY

The scope of the study will help to bring out interpersonal relationships, anger management and conflict management. It will give a positive impact on business like stress reduction, self awareness, career development. Increasing intrapersonal and interpersonal effectiveness, both at work and at home, would prove to be a power tool for any person.

5 .REVIEW OF LITERATURE

(1)Namrata Punia, Dr. Jayanti Dutta and Dr. Yukti Sharma, May-2015, The term Emotional Intelligence (EI) was first introduced in the scientific literature in 1990. Since then, the development of models of EI and research in this field has increased substantially :discusses the learning, development, and training potential of EI; and considers the cross-cultural validity of EI.(2)Sarah K. Davis,Emotional intelligence provides a lens that helps us to critically engage with, and analyze, ourselves and the social world around us. The emotional intelligence discusses that work, moving on to then consider how children develop emotional intelligence through their caregiver, peer, and teacher relationships, where there are opportunities for direct teaching and coaching from others, and chances to discuss how others feel and respond to emotions. In childhood, emotional intelligence contributes to social and academic competencies and mental health, and this entry discusses those empirical findings. Social and emotional learning programs have been developed for children, and this entry discusses a successful program focused specifically on emotional intelligence development.

6. RESEARCH METHODOLOGY

6.1Research Methodology:

Research methodology is a way to systematically solve the research problem. The research methodology in the present study deals with research design, data collection methods, sampling methods, survey, analysis and interpretations . Descriptive approach is one of the most popular approaches these days. In this approach, a problem is described by the researcher by using questionnaire or schedule. This approach enables a researcher to explore new areas of investigation.

6.2 Research Design:

A research design refers to the overall strategy , it constitutes the blueprint for the collection , measurement and analysis of data.

6.3 Type of research design:

- Exploratory research design
- Descriptive and diagnostic research
- Experimental or casual research design

6.4 Population size:

The population is finite, and size of the population is 100 employees. A sample design is a definite plan for obtaining a sample from a given population.

6.5 Data collection:

The Primary Data information required for the study was directly collected from the respondents by using questionnaire method, as primary source to collect the data. The data collection was done with the executives in the organization .The secondary data are collected from records and documents pertaining to the overall details of the organization and employees constitute the secondary sources such as books, journals and newspapers.

7.LIMITATIONS OF THE STUDY

- Employees may have different perceptions to the different variables of emotional intelligence and job satisfaction.
- The data was collected during the working hours of the employees.
- Time constraint for the research is limited to conduct the research.

8. DATA ANALYSIS AND INTERPRETATION((PERCENTAGE ANALYSIS)

TABLE -8.1. Table Showing Respondents Opinion About Level Of Feelings And Emotions

S.No.	Opinion	No. Of the respondents	Percentage
1	Strongly agree	23	23
2	Agree	36	36
3	Neutral	24	24
4	Disagree	11	11
5	Strongly disagree	6	6
	Total	100	100

Interpretation:

It is referred from the above table that 36% are agree, 24% are neutral ,23% are, strongly agree 11 % are disagree, and 6% are strongly disagree in level of feelings and emotions.

CHART NO:8.1 (a) Chart Showing Respondents Opinion About Level Of Feelings And Emotions

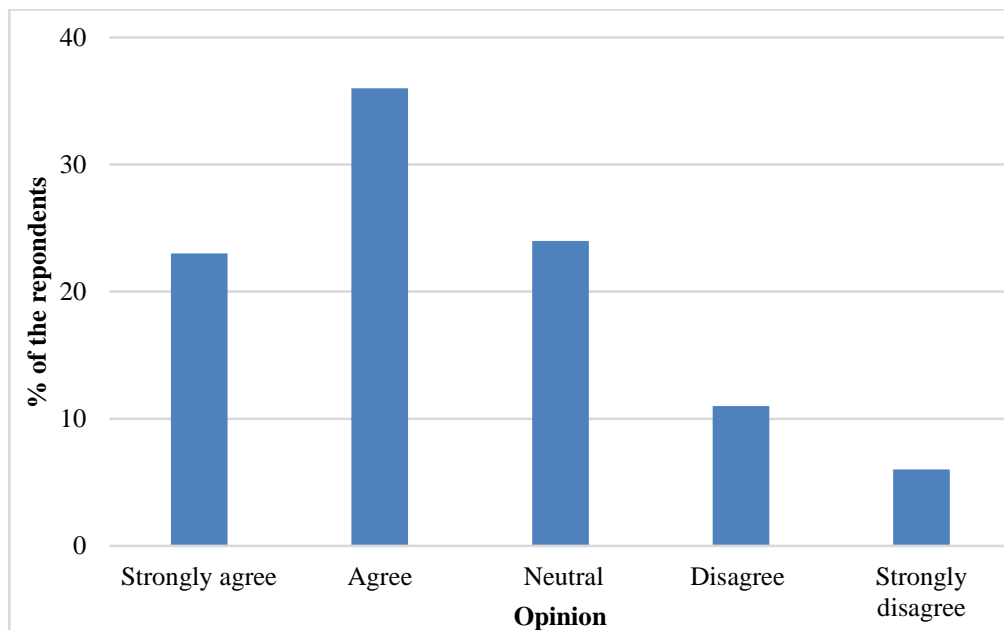


TABLE -8.2 Table Showing respondents opinion about Self Image

S.No.	Opinion	No. Of the respondents	Percentage
1	Strongly agree	53	53
2	Agree	28	28
3	Neutral	8	8
4	Disagree	9	9
5	Strongly disagree	2	2
	Total	100	100

Interpretation:

It is referred from the above table that 53% are strongly agree, 28% are agree, 9% are disagree, 8% are neutral, 2% are strongly disagree in self image of the respondents.

CHART NO:8.2(a) Chart Showing Respondents Opinion About Self Image

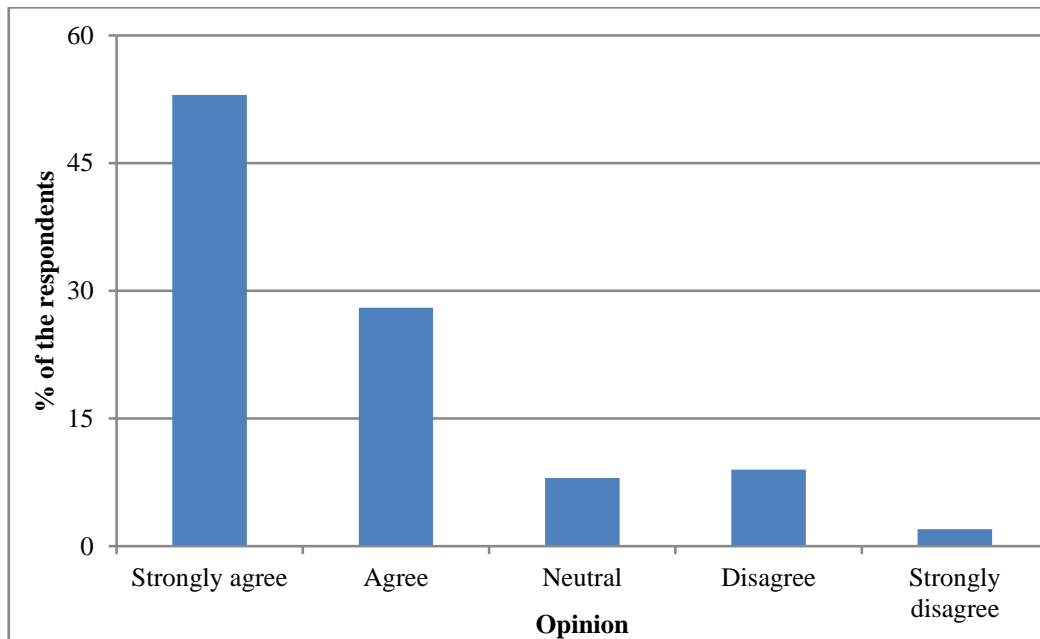


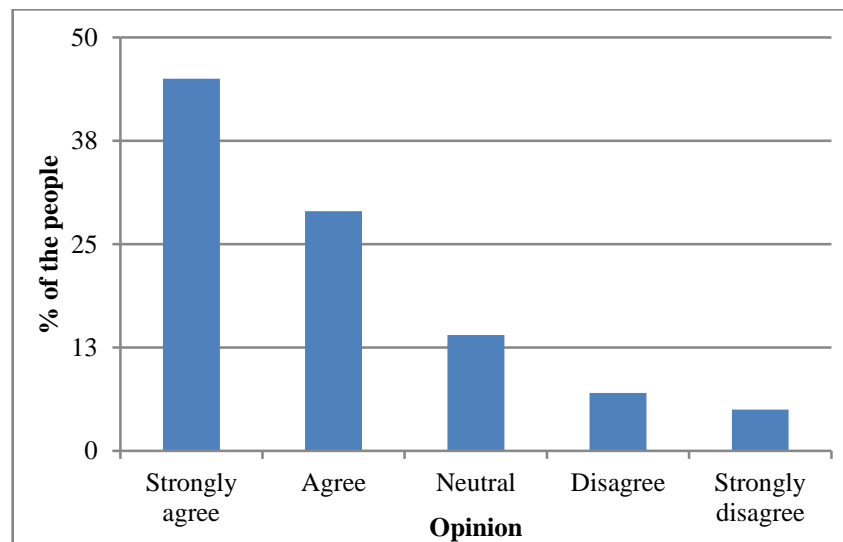
TABLE -8.3 Table Showing Respondents Opinion Of People

S.No.	Opinion	No. Of the respondents	Percentage
1	Strongly agree	45	45
2	Agree	29	29
3	Neutral	14	14
4	Disagree	7	7
5	Strongly disagree	5	5
	Total	100	100

Interpretation:

It is referred from the above table that 45% are strongly agree, 29% are agree, 14% are neutral, 7% are disagree and 5% are strongly disagree in opinion of people.

CHART NO:8.3(a) Chart Showing Respondents Opinion Of People



9. SUGGESTIONS

The research may be conducted in further understanding the degree of impact of the identified five emotional intelligence competencies as predictor of success and further studying the other emotional intelligence competencies vis-à-vis success. The research could be conducted dealing with the importance of incorporating emotional intelligence in the various organizations and academics.

10. CONCLUSION:

Emotional intelligence can change by controlling one's thoughts, understanding one's own emotions and others', developing a positive attitude, and letting one's behavior influence the atmosphere in work place. Emotional intelligence can give us an edge for our future success. Experiencing one's self in a conscious manner that is , gaining self-knowledge –is an integral part of learning. Emotional intelligence is not only the core factor in job performance for a manager but it is one of the most important factor.

11.REFERENES:

(1)Namrata Punia, Dr. Jayanti Dutta and Dr. Yukti Sharma, “*Emotional Intelligence: A Theoretical framework.*” ISSN 2229-5518 International Journal of Scientific & Engineering Research, Volume 6, Issue 5, May-2015.

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