

An Empirical Study On The Impact Of Emotional Intelligence On Work Productivity

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Citation: Ms. V.J. Mohana Priya, Dr. S. Jayakani, (2024), An Empirical Study On The Impact Of Emotional Intelligence On Work Productivity, *Educational Administration: Theory and Practice*, 30(6), 20-23

Doi: 10.53555/kuey.v30i6.5092

ARTICLE INFO

ABSTRACT

This study delves into the intricate landscape of consumer choices regarding organic products in Uttarakhand, India, with a focus on understanding the key drivers shaping purchasing decisions. Employing a judgemental sampling technique, data was gathered from 212 participants across the Kumaon and Garhwal regions of Uttarakhand. The investigation sought to assess current awareness levels among consumers regarding organic products and delve into factors influencing perceptions of quality and trustworthiness.

The study identified seven critical factors—price, trust, health, convenience, accessibility, certification, and product labelling—as integral elements impacting consumer preferences in the organic food market. Utilizing SPSS 25 for data analysis, the study revealed that these factors collectively contribute to 74.35% of the variance in consumer choices. Notably, trust and price emerged as prominent influencers, contributing 15.25% and 14.30% to the explained variance, respectively.

The findings offer valuable insights into the dynamics of consumer decision-making in Uttarakhand, shedding light on factors that significantly shape preferences in the organic food sector. The limitations of the study, including the sample size of 212 and the judgemental sampling approach, are acknowledged, emphasizing the need for caution in generalizing the results. This research contributes to the growing body of knowledge surrounding consumer behavior in the context of organic products and provides a foundation for future studies and industry initiatives in the region.

Keywords: Convenience, Accessibility, Trust, Price, Organic products.

INTRODUCTION

In current landscape of organizational psychology and human resource management, the significance of emotional intelligence, often referred to as Emotional Quotient (EQ), has garnered substantial attention. As businesses increasingly recognize the vital role of human capital in driving productivity and success, understanding the nuanced interplay between emotional intelligence and work productivity has become imperative.

AIM OF THE STUDY

By examining data, this research aims to provide insightful recommendations for politicians, HR specialists, and organisational leaders. By stimulating the growth of emotional intelligence capabilities, it seeks to support the development of focused interventions and methods to increase workplace productivity. The overall goal of this research is to understand how emotional intelligence may lead to success for individuals and organisations in the modern workplace by methodically examining the complicated link between job productivity and emotional quotient.

OBJECTIVES OF THE STUDY

- To examine the respondents' demographic profile.
- To identify the ability to recognize the emotions that affect one's behaviour and performance.
- To identify how emotions help one to motivate and guide towards goals.

- To examine strategies for effectively managing emotions to enhance teamwork dynamics and inspire leadership qualities.

LIMITATIONS OF THE STUDY

- The research has a relatively limited time allotment of two months, which is insufficient to undertake a thorough investigation.
- As the study is time-based, its conclusions and recommendations could not hold true for a long time.

REVIEW OF LITERATURE

- John Nikeobuna Nnah Ugoani (2015) discovered a robust positive correlation between emotional intelligence and stability of personality traits.
- According to N. Gayathri and Dr. K. Meenakshi (2013), the concept of emotional intelligence holds potential for enhancing individuals' life skills. They propose that comprehending, evaluating, and regulating emotions, both in oneself and others, holds the promise for a better standard of living.
- Joseph, Dana L. (2010) discovered that there are differences in the relationship between work performance and activity-based emotional intelligence. Emotional intelligence notably predicts performance unfavourably in positions with low emotional labour demands but positively in occupations with high emotional labour needs.
- Moshe Zeidner, et.al., (2004) offered some useful recommendations for the creation and application of emotional intelligence tests in professional contexts.
- Goleman (2001) revealed that those who are emotionally competent experience far less perceived stress than those who are emotionally inept.

FINDINGS:

OBJECTIVE I: Demographic profile of the respondents.

MARTIAL STATUS

Table 1 showing the respondents categorized on their marital status

Particulars	Frequency	Percentage
Married	23	31
Unmarried	52	69
Total	75	100

The table indicates that the majority of the responders are single.

AGE

Table 2 showing the respondents categorized on their Age

Particulars	Frequency	Percentage
20-29	65	86
30-39	6	8
40-49	2	3
50-59	2	3
Total	75	100

The table indicates that 86% of the employees are under the age of 30.

GENDER

Table 3 showing the respondents categorized on their Gender

Particulars	Frequency	Percentage
Men	32	43
Women	43	57
Total	75	100

The table indicates that the majority of the respondents (57%) were women.

EDUCATIONAL QUALIFICATION

Table 4 showing the respondents categorized on their Educational Qualification

Particulars	Frequency	Percentage
Graduate	4	5
Post Graduate	54	72
Professionals	17	23
Total	75	100

As per the above table, 72% of the respondents were postgraduates.

INCOME

Table 5 showing the respondents categorized on their Income

Particulars	Frequency	Percentage
Below Rs. 20,000	5	6
Rs. 21,001- 40,000	38	51
Rs. 41,001- 60,000	20	27
Rs. 61,001- 80,000	6	8
Above RS. 1,00,000	6	8
Total	75	100

The table shows that 51% of the employees have an income ranging from Rs. 21,001 to Rs. 40,000.

WORK EXPERIENCE

Table 6 showing the respondents categorized on their Work Experience

Particulars	Frequency	Percentage
Below 5	60	80
6-10	9	12
11-15	3	4
Above 15	3	4
Total	75	100

The table shows that 80% of the employees have less than five years of job experience.

OBJECTIVE II: To identify the ability to recognize the emotions that affect one's behaviour and performance.

ANOVA (ONE WAY ANOVA)

H_0 : There is no significant difference between age and self awareness among the employees.

H_1 : There is a significant difference between age and self awareness among the employees.

	Sum of squares	Df	Mean Square	F	Sig
Between groups	1264.988	10	126.499	5.274	.000
Within groups	1535.012	64	23.985		
Total	2800.000	74			

Interpretation: The table at 5% significance level is 1.99. The table value is considered to be lower than the calculated value, hence the null hypothesis (H_0) is rejected. This indicates a relationship between age and self-awareness, which is crucial for recognizing emotions among respondents. It is evident from the above study that the respondents were able to understand the moments when they lose their temper, stressed out, anxious and also times of happiness. With advancement of age, youth of today are getting emotional maturity and their outlook towards others and self becomes more intelligent. Therefore their way of handling challenges are much appreciable.

OBJECTIVE III: To identify how emotions help one to motivate and guide towards goals.

CORRELATION

		Income	Motivation
Income	Pearson correlation sig (2- tailed)	1	.283*
	N	75	.014 75
Motivation	Pearson correlation sig (2- tailed)	.283*	1
	N	.014 75	75

Interpretation: There is a positive correlation between income and application of emotions for accomplishing the goals. Higher the income level, better the self- confidence, which helps in achieving the goals.

OBJECTIVE IV: To examine how to manage emotions ,which will influence and inspire team work and leadership

REGRESSION MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	.435	.189	.178	2.85217

ANOVA

Model	Sum of squares	Differences	Mean square	F	Significance
1Regression	138.633	1	138.633	17.042	.000
Residual	593.847	73	8.135		
Total	732.480	74			

CO-EFFICIENTS

Model	UnStandardized Co- efficient		Standardized Co- efficient	T	Significance
	B	Std.error	Beta		
1 social skill	2.675	.970	.435	2.759	.007
	2.377	.576		4.128	.000s

Interpretation: The test shows a positive relationship between EI and Social Skills. It can be inferred that the respondents have high EI which helped them to exhibit better social skills, which resulted in their high performance.

CONCLUSION:

This empirical study has analysed the complex relationship between emotional quotient (EQ) and work productivity, offering valuable insights for organizational leaders, human resource professionals, and policymakers. The findings emphasises the significant role that emotional intelligence plays in enhancing job performance, driving creativity, and promoting innovation.

In conclusion, this research focuses on the significant role of emotional intelligence within professional environments. Developing emotional intelligence skills within employees can lead to heightened levels of productivity, increased satisfaction with their work, and ultimately, greater organizational success. These results strongly support the incorporation of emotional intelligence training and development initiatives into organizational frameworks. By doing so, companies can nurture a workforce that is not only more emotionally intelligent but also more efficient and effective in their roles. This suggests a strategic approach towards nurturing emotional intelligence within the workplace, recognizing its potential to yield numerous benefits for both individuals and the organization as a whole. Therefore, the integration of emotional intelligence programs becomes crucial in shaping a work culture that prioritizes interpersonal understanding, empathy, and effective communication, all of which are vital components for sustained growth and achievement in today's competitive landscape.

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