

A STUDY ON EMOTIONAL INTELLIGENCE IN BANKS - AN EMPIRICAL STUDY WITH REFERENCE TO SELECTED BANKS OF THANJAVUR DISTRICT

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Abstract: Emotional intelligence is a generally another subject of study, however its underlying foundations return to the season of Darwin, who suggested that emotional articulation was basic for survival. Emotional Intelligence as a subject getting to be famous similarly as with expanding globalization, social and authoritative atmosphere in which people work today extended periods of time for a substantial piece of their lives. This makes an assortment of socio-emotional and social issues in dealing with the feelings in the given circumstances. With the expanding complexities both in business just as in human conduct made the requirement for individuals with high IQ as well as individuals with high EQ moreover. The emotionally imbalanced employees may think that its difficult to accomplish their objectives or convey their reports on schedule. The manner in which an individual feels influences the manner in which he carries on and the manner in which he acts won't just have connection with his performance, yet additionally influences the performance of everyone around him. To keep this perspective the present investigation endeavours to survey the connection between emotional intelligence measurements inside open and private bank employees working in Thanjavur district.

Keywords: Emotional intelligence, banking sector, bank employees, employee performance.

1. INTRODUCTION

More clients orientated and learning based with the need to function as a group. Emotional intelligence is a generally another subject of study, however its underlying foundations return to the season of Darwin, who recommended that emotional articulation was fundamental for survival. The truth of the matter is that there are various methods for characterizing emotional intelligence. It is the capacity to know about your feelings and the feelings of others and after that to utilize that learning to help deal with the statement of emotions so them quicker accomplishment as opposed to causing barriers. Emotional intelligence includes a blend of skills which enable an individual to know about, to comprehend, and to be responsible for their very own feelings, to perceive and comprehend the feelings of others, and to utilize this learning to cultivate their prosperity and the achievement of others. The analysts Salovey and Mayer previously utilized the term „emotional intelligence“ in 1990. They characterized it as „a type of social intelligence that includes the capacity to screen one’s claim and others“ sentiments and feelings, to segregate among them, and to utilize this data to direct one’s reasoning and activity. They have translated emotional intelligence as a mix of relational and intrapersonal intelligence.

Need and significance of the study:

With the increasing complexities both in business as well as in human behaviour created the need for not only people with high IQ but people with high EQ also. The emotionally imbalanced employees may find it hard to achieve their targets or deliver their reports on time. The way a person feels affects the way he behaves and the way he behaves will not only have relation with his performance, but also affects the performance of those around him. Number of research studies has been conducted on this pressing issue both in developed and underdeveloped countries covering the various aspects of emotions at workplace and the relationship of emotional intelligence (EI) characteristics. Keeping this in view the present study tries to assess the relation between emotional intelligence dimensions within public and private bank employees working in Thanjavur district.

Objectives of the study:

1. To know the employee response towards emotional intelligence dimensions.
2. To investigate the relationship between demographic variables (age, gender, marital status, experience, position, educational qualifications) of the bank employees and emotional intelligence dimensions.
3. To verify the mean and standard deviation scores of emotional intelligence dimensions based on the public and private banks.
4. To understand the mean and standard deviation scores of emotional intelligence dimensions based on the demographic profile of the respondents.
5. To suggest necessary guidelines to improve emotional intelligence among bank employees

2. REVIEW OF LITERATURE

Several studies have been made in the area of emotional intelligence in banking industry in India and in abroad in general. An attempt is made to review the previous studies in the areas of emotional intelligence.

Rahim (2002) investigated the relationships of the five dimensions of emotional intelligence and suggested that self-awareness is positively associated with self-regulation, empathy, and social skills; self-regulation is positively associated with empathy and social skills; empathy and social skills are positively associated with motivation; which in turn, is positively associated with problem solving strategy and negatively associated with bargaining strategy.

Paul (2004) described emotional intelligence and its importance to the law school curriculum. The goals and preconceptions of the author in offer the class; and the organization, methodology and materials used in teaching the class. Further, it discussed the students' reaction to the class and how the students scored on an emotional intelligence instrument. Finally, the article discusses what modifications the author would make to the course.

Nikaloau (2005) investigated the relationship of emotional intelligence (EI) characteristics, such as perception, control, use and understanding of emotions, with physical and psychological health.

Parvathy (2006) described the fact that an individual, both in his career as well as in personal life, takes up different psychological roles. These roles are labeled as distinctive ego-states. Mayer (2008) concluded emotional intelligence (EI) involves the ability to carry out accurate reasoning about emotions and the ability to use emotions and emotional knowledge to enhance thought. He discussed the origins of the EI concept, define EI, and describe the scope of the field today and for that he reviewed three approaches taken to date from both a theoretical and methodological perspective.

Rathi (2008) studied relationship between Emotional Intelligence (EI) and Occupational Self- Efficacy by examining 112 scientists of research organizations, using the emotional intelligence scale developed by Hyde, Pethe and Dhar and occupational self-efficacy scale developed by Pethe, Chaudhari and Dhar Correlation and regression analysis have revealed that emotional intelligence has a positive relationship with occupational self efficacy and is found to be one of its significant predictors. The study implies that people with higher emotional intelligence are more effective employees as compared to those with lower emotional intelligence.

Cavelzani, et al. (2009) conducted a study to determine the advantages of the knowledge and application of emotional intelligence within the hospitality realm, both towards the internal workgroup than towards the internal workgroup than towards the relation to guests.

Lisa T.Fall, Stephinie Kelly & Patrick Macdonald (2013) in their study examines emotional intelligence as a predictor of intercultural communication apprehension among university students. Results indicate that three of the emotional intelligence sub scales predict intercultural communication apprehension: emotionally, sociably, and self-control U.W.M.R.

Sampath Kumar (2013) in his study investigated the nature and the level of emotional intelligence among the managers in the banking industry in Sri Lanka. A structured questionnaire was used to measure the emotional intelligence. The result showed that the majority of the managers are emotionally intelligent.

Parikshit Joshi, SK Suman and Mudita Sharma (2015) in their study they strongly revealed that EI has strong correlation with job satisfaction in academics. Among the four factors EI, Use of emotion (UOE), and Regulation of emotions (ROE), have the highest impact on job satisfaction (Mayor and Salvoy, 1997).

Jennifer L. Voleberding, Timothy Baghurst & Theresa Brown (2015) this study was conducted to determine the level of EI in undergraduate students while also comparing differences among four majors through a 33- item emotional inventory. The mean scores on the EI inventory and lack of differences across disciplines suggest that health related academic programmes should place more effort.

3. METHODOLOGY

In the present research both descriptive and empirical study is conducted. 5 Dimensions has taken as point of study to know employee perception towards the emotional intelligence in both public and private banks. In the present study four banks were selected from public and private sector. The researcher has chosen Thanjavur district in the state of Andhra Pradesh for the purpose of the study.

A sample of 200 employees (having counter experience in dealing with customers) are selected from public & private banks in “Thanjavur district” , such as State Bank of India, Andhra Bank, Karur Vysya Bank and Axis Bank, using the convenience sampling technique.

Data has been collected from both primary and secondary sources. The researcher personally visited the banks. A structured questionnaire was circulated to sample respondents in order to collect first-hand information. A five point Likert scale starting from strongly disagree to strongly agree (1-5) is used five dimension Self-awareness, Empathy, Self-motivation, Emotional stability and Managing relations to assess the emotional intelligence of the employees of the public and private banks. Secondary sources of data are also used and it includes published and unpublished materials. Statistical Tools use in the present study a few statistical techniques like Chi-Square distribution, mean and Standard deviation tests etc. are used.

4. ANALYSIS AND INTERPRETATION

Table -1: Mean and Standard deviations Values of Emotional Intelligence variables

FACTOR	MEAN	STANDARD DEVIATION
Self-awareness	80	57.73041
Empathy	100	95.21554
Self-motivation	120	77.31753
Emotional stability	79	65.54693
Managing relations	100	81.13199

Data output from the spss 20

Interpretation: Based on the standard deviation scores Self-awareness, Empathy, Self-motivation dimensions and Managing relations are equal in both public and private bank employees. Whereas Emotional stability is effective in public sector bank employees than employees of private banks.

Table-2: Cross tabulation between banking sector and managing relations

	MANAGING RELATIONS					TOTAL	CHI-SQUARE VALUE
	1	2	3	4	5		
Count	11	31	82	235	141	500	.008**
PUBLIC SECTOR	2.2%	6.2%	16.4%	47.0%	28.2%	100%	
COUNT	10	46	118	214	112	500	
PRIVATE SECTOR	2.0%	9.2%	23.6%	42.8%	22.4%	100%	
TOTAL	21	77	200	449	253	1000	

Data output from the spss 20

Here we are testing whether Managing relations dependent on bank sector or not. For this we use chi-square distribution. Appropriate level of significance i.e. 5% here compares the significant value with level of significance. From the table the significant value is 0.008 which is less than level of significance 0.05. So we reject the null hypothesis and accept the alternative hypothesis. Hence managing relations is dependent on banking sector.

5. FINDINGS, SUGGESTIONS AND CONCLUSION

Findings and Suggestions:

Emotional intelligence measurements, for example, Empathy, Self-inspiration, Emotional soundness and overseeing relations are reliant of the sectors of bank. The Self-mindfulness measurement is autonomous to the banking sector. As it were Self-mindfulness among the employees is kept up independent of the banks. The standard deviation scores uncovers that, Self-mindfulness, Empathy, Self-inspiration and Managing relations are equivalent in both open and private bank employees. Emotional security is powerful in open sector bank employees than employees of private banks. Consequently it is proposed to upgrade the emotional soundness aptitudes among the employees by method for instructional courses. The connection between Demographic profile and Emotional intelligence factors uncovers that female employees are increasingly powerful in every one of the characteristics of emotional intelligence in both Public and Private Banks. Thus, it is proposed to select increasingly female employees and train them to fortify their emotional intelligence ability. By and large, Banking Industry needs to improve the emotional intelligence attributes among male employees by giving emotional education preparing programs. In light of Standard deviation esteems employees under the age gathering of 25 years are increasingly successful in Self-mindfulness, Empathy, and Emotional soundness than different variables. Employees in the age gathering of 26-35 years are increasingly powerful in Self-mindfulness and Emotional soundness than different factors. The age bunch employees from 36-45 years are increasingly successful in Self-mindfulness, Self-inspiration and Emotional dependability. Employees over 46 years are progressively compelling in Self-mindfulness and Emotional strength than different components. The investigation demonstrates the fluctuated reactions for emotional intelligence attributes among the diverse age gatherings of respondents, so the distinctions ought to be limited through preparing programs.

Conclusion:

Emotional intelligence is a combination of capabilities that allow an employee to aware and to understand their own emotions and recognize and understand the emotions of others to achieve success in the organization. Emotionally balanced employees are adaptable to the environment and are good problem solvers and decision makers. These employees can efficiently prioritize the task and quickly realize the goals. The administration of the banking industry has to design and include emotional intelligence into training programs which would help employees to co-operate and be more motivated. It should also address the demographic profile of the employees. The process of implementing the emotional intelligence training in the organization should be a continuous one, which result in higher productivity. Thus the study suggests that emotional intelligence helps the banks to achieve success and develop competitive advantage for the organization.

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