

Emotional Intelligence: A Predictor of Sustainability in Service Sector

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Abstract

Organizations cannot afford to continue doing business as usual when competition heats up and the speed of change intensifies. Organizations have been forced to redefine their structures, systems, and processes in a strategic manner as a result of the changing environment, particularly liberalisation, privatisation, and globalisation, as well as technological advancement, to not only keep up with but also to survive and progress. Organizations' strategic reactions ranged from mergers and acquisitions to delayering. Individuals are affected by the convergence of cultures, systems, and processes in mergers, whereas quality and benchmarking initiatives necessitate a significant shift in how people approach diverse problems. People who delay their retirement encounter employment enrichment on the one hand and work insecurity on the other. The role of individuals in putting strategy answers into action has a big impact on the success rate. As a result, it is critical for organisations to consider the human concerns at hand before implementing any strategy answers. Human resource difficulties are in fact business challenges since they affect the essence of a company's competitiveness, adaptability, profitability, and existence. The study has examined the impact of emotional intelligence on sustainability in service sector. For the purpose of this study researcher used an Emotional Intelligence Scale as developed by U. Dhar, A. Hyde and S. Pethe which is based on five point Likert scale. For the analysis, 200 entrepreneurs have been chose based on random sampling. This research is quantitative type research because researcher collect data and analyse data for this study. The findings indicated that sustainability of any firm/business depends upon the emotional intelligence which make the person stronger to face the issues in the competitive market.

Keywords: Emotional Intelligence, Sustainability, competitiveness, adaptability, profitability, and existence.

Introduction

Emotions are powerful feelings that arise from a person's current situation, state of mind, and relationship with another person. It is also the intuitive sense that arises from his or her particular judgement and understanding. Emotions are seen as an integral or structural component of a person's personality. Anger, joy, fear, and love are just a few of the emotions to which we react. These factors have a direct impact on how we think and react.

The notion of EI, or Emotional Intelligence, was first introduced in the 1920s by Edward L. Thorndike, followed by Moss and Hunt in 1927, and Howard Gardner in 1983. By making modest alterations to their original theories and tweaking them to their current state, they all contributed to the evolution of EI. Their concept of EI was essentially "Social Intelligence or Multiple Intelligence." There are studies dating back to the 1930s that imply research into "the emotional side of intelligence." David Wechsler wrote on the "non-intellective" aspect of intelligence in 1934. Howard Gardner postulated "(a) Interpersonal Intelligence, i.e., how can we understand other persons, and (b) Intrapersonal Intelligence, i.e., the ability to recognize ourselves and make the necessary changes to be more effective in dealing with other people" in 1983.

Emotional intelligence is a collection of non-cognitive traits, skills, and abilities that influence a person's ability to succeed and manage with external pressures and demands. In order to perform well, a person's general intelligence must be supplemented by his capacity to notice, analyse, and control his emotions (Bar-On 1997). The most extensively used model is Goleman's emotional intelligence model. According to Goleman in 1996, when people are distressed emotionally, they are unable to recall, attend, learn, or make clear decisions, indicating that there is a link between emotional intelligence, decision making, and job stress.

In the last decade or two, a series of shifts in the service and manufacturing contexts have been observed all over the world, indicating that sustaining ventures is an important parameter, which is aided by entrepreneurs' emotional intelligence. This is most likely owing to the effects of globalisation. The industrial revolution may have played a role in this as well. We've noticed that the industry as a whole expects a lot from educational institutions, and that employers want

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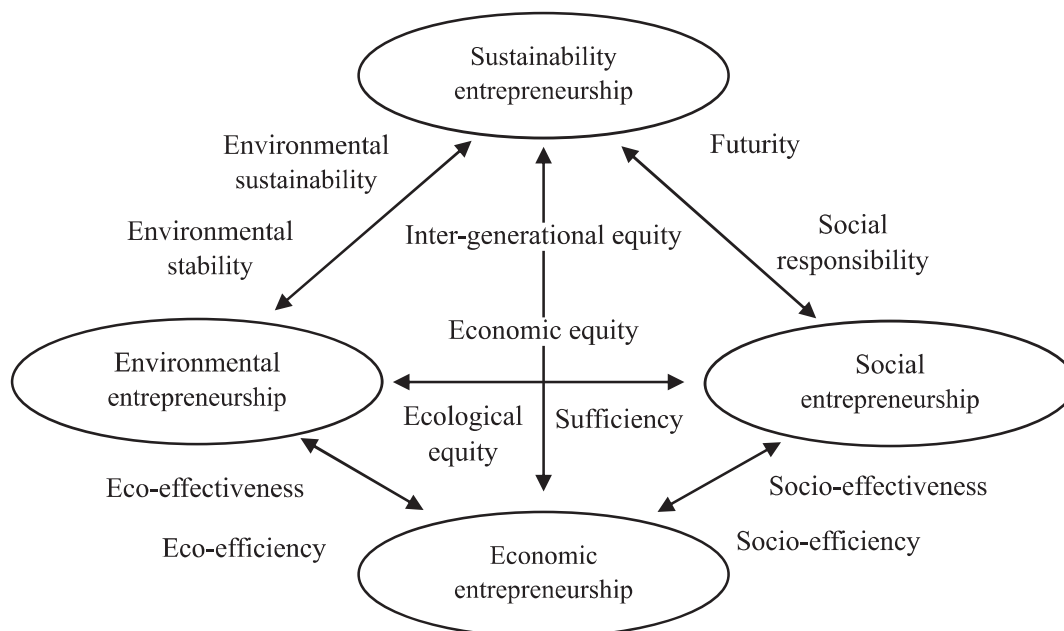
students to be "industry-ready" as soon as they graduate and begin contributing to the growth of the sectors they join. This industry demand has influenced educational institutions to embrace and adapt to the expectations, and to train students properly. The adopted strategies place a strong emphasis on obtaining information and skills. In comparison to the previous decade, we now live in a society that is heavily reliant on technology, which is developing at such a rapid rate that we often feel unable to keep up. In this setting, it's natural to wonder how we might improve the educational process and what the teacher's role will be in this ever-changing scenario and in the future.

Emotional intelligence is attached with aspects of emotions, feelings which require in routine life to bear the issues essential for mental attitude. Emotional intelligence is a predictor of future emotional and personal success in many ways. It's critical to be able to assess a child's, adolescents, or adult's emotional intelligence. EI is measured in empathetic behaviour, social responsibility, impulsiveness and the ability to relate to others in responsible manner. Emotional intelligence assesses an individual's ability to cope with external demands and challenges. Our personality is mirrored in our behaviour, attitude, values, feelings, and motivation since each person has a distinct personality and a different amount of emotional intelligence.

As a result, the first step in improving manufacturing sustain ability is to examine resource use and emissions from social, economic, and environmental perspectives. Nowadays, the term "sustain ability assessment" refers to a wide range of methodologies aimed at putting sustain ability concepts into action for decision-making (Dijk et al., 2017). In order to comprehend the sustain ability of the established business model, fulfil organisational sustainability targets, and execute corrective measures, sustain ability assessments should include appropriate indicators.

Sustainability-driven businesses builds on social, environmental and economic issues resulting into holistic approach. A business have to build its trust in society so that customers feel highly satisfaction (Tilley and Young, 2009), also stated that entrepreneurs have to be dedicated towards their businesses goals and complete their mission to make better. As sustainability means to achieve the long term goals to satisfy their customers or society (Young and Tilley, 2006). Shepherd and Patzelt (2011) also support this concept and they propose six components form the extant literature sustain nature, life support systems, and communities; develop economic worth, non-money making gains to individuals, and non-economic gains to society.

Figure 1.1 The Sustainability Entrepreneurship Model



Source: Tilley and Young 2009

Young and Tilley (2006) propose a model of sustainable entrepreneurship in developing the notion (Figure 2.4). After some epoch (Tilley and Young, 2009), this paradigm is expanded by emphasising that sustainability cannot be achieved solely through social or environmental entrepreneurship, nor does it offer a direct path from any of the environmental, economic, or social entrepreneurship persons. They say that sustainable entrepreneurship is made up of a set of 12 parts that work together and originate from a two-way link between the three dimensions of higher plane and a entrepreneurship of continuous E-ship.

More emphasis is still being placed on the development of entrepreneurship in little manufacturing units in the hopes of increasing employment possibility, reducing inter-sectoral and inter-regional imbalances, and ensuring a more equitable distribution of income among persons from various social strata. The growth of individuals and the organisation of human activities are essential for the development of contemporary nations. Capital, natural- resources, worldwide trade, and foreign aid, all take a part in essential roles in economic growth, but personnel is the most crucial.

Rationale of the Study

In the last two decades, researchers have been looking at the impact of emotional intelligence and social intelligence on numerous facets of human activity especially in service sectors. Emotional intelligence has been studied to see if it can explain for an increase in individual cognitive performance above and beyond what can be attributed to traditional intelligence. As a result, a more thorough and thorough assessment of the function of emotional intelligence and social intelligence in explaining variances in employee performance has been carried out. Besides the importance of social intelligence having the skills to reflect the behaviour towards society and people. These social skills prepare the entrepreneurs in facing the social challenges and helpful in taking decisions for the betterment of firms.

Literature Reviews

Abner, Ishaku Prince and Udo Emmanuel Samuel (2019) stated that in today's competitive business climate, employee engagement and resourceful integration into the organization's operational and business activities remains a critical competitive tool. Employee integration that is unmotivated and weak erodes an organization's competitiveness. The findings demonstrated that employee incentive, both financial and non-financial, had a positive and statistically significant impact on customer satisfaction. According to the study of G. O. Oriarewo, S. A. Ofobruku, K. Agbaeze and Z. A. Tor (2018), emotionally stable people would be able to perform better in the workplace. This study investigated and confirmed the link between emotional solidity and employee performance, focusing on self-awareness as the taxonomy for ensuring employees' ability to meet the organization's expected requirements on a regular basis and establishing the relationship between self-management and employee commitment. The study used a qualitative technique using secondary data and used the self-efficacy theory (ability to accomplish a specific behaviour pattern) as the framework for the textual analysis of apprehensions, which illuminated the discussion, conclusion, and suggestions. Employee performance was found to be a product of emotional stability, as per this study. Jan Warren Duggar (2018) focused on an individual's integrity and its role in developing a culture of integrity at the corporate level. He stated that Integrity-driven people cultivate trusting relationships with others. Individuals of integrity were required at the corporate level to establish a consensus around shared values. The corporation developed an integrity culture as this consensus grows. A culture of integrity fosters a highly appreciated work environment, improved corporate governance, and established a solid platform for long-term financial success. In the Nigerian banking business, Atuma Okpara and Prof Edwin Agwu (2015) explored the relationship between self-awareness and organisational effectiveness. The study was a survey, using a sample of bank managers from Nigeria's South-South region. Self-awareness was found to be favourably associated to net profit and return on investment, however there were no clear relationship between self-awareness and market share. The conclusion that followed was backed up by the result of their interviews. As a result, it was suggested that organisations train their managers and staff to develop the skills related with self-awareness.

Objective of the Study

To study the relationship between emotional intelligence and sustainability of service sector.

Research Methodology

The present research study is descriptive in nature because it analysis in details the correlation among the variables related to emotional intelligence and its impact on sustainability of service sector.

Universe: The population of this study was 200 entrepreneurs from service sector across National level (Banking, Hospitality & Education).

Sampling Method: Random sampling technique was used in the study.

Research Instruments

The Emotional Intelligence Scale

For the purpose of this study we have used an Emotional Intelligence Scale as developed by Upinder Dhar, Anukool Hyde and Sanjot Pethe (2002). The ten factors of Emotional Intelligence are been identified, they are self-awareness, empathy, self-motivation, emotional stability, managing relations, integrity, self-development, value orientation, commitment and altruistic behaviour.

Statistical Test: correlation was used.

Results

H₀₁: There is no significant relationship between underlying factors of Emotional Intelligence of entrepreneurs and sustainability of service sector of India.

H_{a1}: There is a significant relationship between underlying factors of Emotional Intelligence of entrepreneurs and sustainability of service sector of India.

Correlations on factors of Emotional Intelligence of entrepreneurs

		SS (DV)	SA	E	SM	ES	MR	I	SD	VO	C	AB
Pearson Correlation	SS (DV)	1.000	.854	.798	.736	.696	.802	.637	.599	.558	.589	.607
	P-value	p=.000	p=.000	p=.000	p=.000	p=.000	p=.000	p=.000	p=.000	p=.000	p=.000	p=.000
	SA		1.000	.952	.886	.816	.920	.746	.694	.633	.681	.685
	E			1.000	.937	.867	.904	.766	.715	.660	.691	.675
	SM				1.000	.927	.861	.696	.669	.613	.645	.630
	ES					1.000	.858	.642	.656	.617	.614	.634
	MR						1.000	.698	.674	.641	.643	.640
	I							1.000	.612	.620	.639	.587
	SD								1.000	.926	.958	.923
	VO									1.000	.938	.868
	C										1.000	.909
	AB											1.000

*All the variables are significant at 0.000

The table shows the correlation matrix among the independent variables for emotional intelligence and the dependent variable sustain ability of service sector.

- The relationship of sustain ability of service sector with the self-awareness is significant at 0.05, the value of correlation value (.854) is very strong. For the independent variable of self-awareness, which shows that there is significant relationship between underlying factor of Emotional Intelligence and sustain ability of service sector.
- In the same way, the relationship with the factor of emotional intelligence i.e. empathy with sustain ability of service sector (.798) significant at 0.05. Hence it states that there is significant relationship between underlying factor of Emotional Intelligence of entrepreneurs (empathy) and sustain ability of service sector.
- The another variable self-motivation has also R value .736 so the relationship with dependent variable, sustain ability of service sector is significant at 0.05. For the independent variable of self-motivation, that is said that there is significant relationship between underlying factor of Emotional Intelligence of entrepreneurs (self-motivation) and sustain ability of service sector.
- In the same way, the relationship with the factor of emotional intelligence i.e. emotional stability with sustain ability of service sector (.696) significant at 0.05. For the independent variable of emotional stability declare that there is significant relationship between underlying factor of Emotional Intelligence of entrepreneurs (emotional stability) and sustain ability of service sector.

- The relationship with the factor of emotional intelligence i.e managing relations with sustain ability of service sector (.802) significant at 0.05. For the independent variable of managing relations, which states that there is significant relationship between underlying factor of Emotional Intelligence of entrepreneurs (managing relations) and sustain ability of service sector.
- In the same way, the relationship between integrity and the dependent variable, sustain ability of service sector is significant and the correlation value is .637 at 0.05. For the independent variable of integrity, which states that there is significant relationship between underlying factor of Emotional Intelligence of entrepreneurs (integrity) and sustain ability of service sector.
- Self-development has also moderate relationship with the dependent variable, sustain ability of service sector as the correlation is .599 at 0.05. For the independent variable of Self-development, shows that there is significant relationship between underlying factor of Emotional Intelligence of entrepreneurs (Self-development) and sustain ability of service sector.
- The relationship of value orientation with sustain ability of service sector, a component of Sustain ability of ventures is also significant at 0.05 and the R value is .558. For the independent variable of value orientation, states that there is significant relationship between underlying factor of Emotional Intelligence of entrepreneurs (value orientation) and sustain ability of service sector.
- The relationship with the factor of emotional intelligence id est, commitment with sustain ability of service sector (.589) significant at 0.05. For the independent variable of commitment, which states that there is significant relationship between underlying factor of Emotional Intelligence of entrepreneurs (commitment) and sustain ability of service sector.
- In the same way, the relationship between altruistic behaviour and the dependent variable, sustain ability of service sector is significant and the correlation value is .607 at 0.05. For the independent variable of altruistic behaviour, which states that there is significant relationship between underlying factor of Emotional Intelligence of entrepreneurs (altruistic behaviour) and sustain ability of service sector.

The second correlation matrix is found among the independent variables under which all the independent variables have positive relationship with sustain ability of service sector at .000 so it is stated that the relationship among the independent variables are accepted at .000.

Conclusion

The research study revealed that underlying factors of Emotional Intelligence of entrepreneurs-self-awareness, empathy, integrity, self-motivation, managing relations, emotional stability, self-development, commitment, value orientation and altruistic behaviour are significantly affect the sustain ability of service sector. It is found that self-awareness, empathy, self-motivation and managing relations are highly correlated with the sustain ability of service sector. As these factors make entrepreneurs more emotional intelligent towards their business for sustainable development. From the review of available literature, it can be easily understood that Emotional intelligence is a collection of non-cognitive traits, skills, and abilities that influence a person's ability to succeed and manage with external pressures and demands. Emotional intelligence is concerned with the emotional, social, personal, and survival aspects of intelligence, which are often more crucial for daily performing than the cognitive or mental situation. In the present study emotional intelligence is comprised of ten factors that prepare entrepreneur to face the challenges and opportunities efficiently and emotionally. This seems logical as the entrepreneurs who possess such attributes related to emotional intelligence effectively are likely to affect the sustain ability of service sector. According to the findings, in order to sustain the ventures, the company must create an environment that fosters dedication, fair remuneration, job satisfaction, safety and health, development and training, opportunities for skill development and advancement, and social integration. It is proposed that businesses make performance appraisals transparent and offer training programmes to improve employees' skills and capacities. Employees that have difficult occupations stay engaged and do work properly. Because employees spend the majority of their time at work, it is critical to make an effort to handle employee grievances and minor squabbles. An organisation that examines tactics and policies to foster work-life balance may have a staff with higher productivity and a greater desire to work toward the organization's goals.

Suggestions

Employees have to learn how to increase their self-awareness and self-development have to provided to make employees more inherent on their want and sensitivities of ventures. Employees should know what are the corporate strategies and what they want in future it means that they have to know what are their goals, the goals and future strategies are very well convey

to them, because that things keep employees involved in organisation and motivated to them. Correct attitude, faith in the organization, adaptability, welcoming change, emotional stability are some of the necessary traits amongst entrepreneurs that may give organization its competitive advantage. Organizations should motivates their employees to work in team and collaboration so that business person feel faithful towards each other and also towards the organization. The emotional competencies of empathy and self-awareness have to be developed considerable for successful realization of high performance. Higher level of EI leads employees to achieve organizational objectives and goals. Emotional intelligence is also important for employee because, with the help of that they manage their level of stress which is very important for their job. Emotional intelligence is very essential for service sector and manufacture sector's employees because they work under pressure they operate in, both interpersonally and intrapersonal.

Scope for Future Research

The current study only attempted to measure emotional intelligence levels using a self-report approach, with no connection established to the socio-demographic profile and occupational profile of managerial personnel working in diverse industries. The socio-demographic components of emotional intelligence and social intelligence can be investigated further, as well as their impact on individual, team, and organisational performance.

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