A STUDY ON IDENTIFYING THE FACTORS INFLUENCING EMOTIONAL INTELLIGENCE AND EXAMINING THE DEMOGRAPHIC PROFILE OF WOMEN EMPLOYEES IN TIDEL PARK, COIMBATORE

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ABSTRACT

In the contemporary world, Emotional Intelligence (EI) scores of employees are also widely acknowledged in organizations for its exceptional business outcomes. As not many researchers have done explicitly on women employees, the aim of this study was to analyze and measure the factors influencing EI through the sample data collected randomly from 320 women employees of IT companies. The EI scores of the respondents were measured by means of Daniel Goleman's four-factor taxonomy. The four factor competencies consist of: self-awareness, self-management, social awareness and relationship management. The assessment provides the demographic profile of the respondents and identifies the factors influencing EI. The following demographics characteristics are considered namely, age, marital status, number of children, employment status of spouse, and type of family, educational qualification, income, experience and designation.

KEYWORDS : Emotional intelligence (EI), self-awareness, self-management, social awareness, relationship management, demographic profile.

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INTRODUCTION

Emotional Intelligence (EI) refers to the ability to manage emotional mind with intelligence in every facet of life. It is a form of intelligence relating to the emotional side of life, such as the ability to recognize and manage one's own emotions to motivate oneself and restrain impulses to handle interpersonal relationships. Emotions & feelings are extremely important to individual health, happiness and social harmony. Many researchers have found Intelligent Quotient to contribute only 20% of one's success in life with the remaining majority of one's success being accounted for by emotional and social intelligence. An employee with high emotional intelligence can manage his or her own impulses, communicate with others effectively, manage change well, solve problems, and use humor to build rapport in tense situations. This "clarity" in thinking and "composure" in stressful and chaotic situations is what separates top performers from weak performers in the workplace. Women employees, in a qualitative manner are resourceful, determined, dynamic, resilient, and compassionate because they battle it out with pregnancy, childbirth, child rising, heartbreak, and husband raising being the career women and running the household. Trying to be the best at workplace, trying to be the best mother and world' s best wife requires high emotional intelligence which impacts on the entire life of individuals and organizations involved. As a result, this study helps in portraying the overall factors influencing EI and providing benefit to the organization.

REVIEW OF LITERATURE

This section presents a gist of some of the studies made previously which are of relevance to the current study. Though they are not directly related to the study in terms of context, scope and variable covered.

Belal A, et. al (2010)[1] did a Study on Middle Managers, Gender, and Emotional Intelligence Levels highlighted that as organizations continuously evolve, it is important to know who can lead and manage an organization to be effective, efficient, and productive. Managers with human skills are needed to help an organization mature and develop; just like a toddler needs a parent to help him or her mature and develop into a independent, sustainable, and self-sufficient adult. This study on 200 middle managers shows that female middle managers have higher emotional intelligence skills when compared to male middle managers, and that those who have more

managerial experience have had more time to enhance their emotional intelligence skills. Implications for researchers, managers, and human resource professionals are considered.

Laura G, et.al (2011)[2] carried out a research on Emotional Intelligence and Leadership Effectiveness that examined the effects of emotional intelligence on getting along and getting ahead leadership behaviors at work. Results from an analysis of a dataset derived from a 360° leadership behavior survey completed by 929 managers indicated that emotional intelligence has a significant effect on collaborative behaviors at work, and collaborative behaviors directly affect the inspirational side of leadership performance. Further, getting along behaviors were found to fully mediate the relationship between emotional intelligence and getting ahead behaviors. Theoretical and practical implications are discussed.

Mohammadkarim (2012)[3] provided an insight to the effect of emotional intelligence on entrepreneurial behavior in organizations. A sample of 107 managers from a medical science university in Iran participated in the main study. Findings showed that all four dimensions of emotional intelligence have a positive effect on entrepreneurial behavior. This study has theoretical and practical implications for managers and leaders in organizations.

Pahuja, et. al (2012)[4] in their study on Emotional Intelligence (EI) among Bank Employees unveils the perception of bank employees towards emotional quotient, factors affecting their emotional intelligence and its effect on their performance. This study showed that there is significant difference between male and female on various EI traits. However, females scored better on overall emotional intelligence than males. The study also highlighted that the surveyed employees consider self-management, self-awareness and empathy as the major emotional intelligence traits required by anyone. The survey respondents also agree that individuals who are more emotionally intelligent have much more life satisfaction, partake in others emotion, and also usually are more ordered, warm, prosperous, and optimistic.

Deshmukh. N.H et.al, (2010)[5] in the study entitled "Self-concept, emotional intelligence and adjustment of adults" reviewed the relationship among self-concept, emotional intelligence and adjustment among adults. The study showed that there is a significant positive correlation between self-concept and emotional intelligence. It suggests that high self-concept (i.e) physical,

social, temperamental, educational, moral & intellectual and dimension of self are associated with high adjustments in various fields of life. Emotional Intelligence of the adults is significantly associated with high adjustments. The person with high Emotional Intelligence has the ability to know his own as well as others healthy emotions, gain empathy, establish healthy relationship. He is able to express his emotion in socially approved way. Adults with high self-concept perceives himself to be able, confident, adequate and worthy of respect. Thus he may adjust better with social and home environment. High emotional intelligence is associated with increased intellectual capacity and emotion skills. The highly emotional intelligent person is more secure.

NEED FOR THE STUDY

In India, the IT industry comprises of software and Information Technology Enabled Services which also includes BPO industry. The industry's growth was tremendous in the past decades due to factors like liberalization and globalization of the Indian economy along with the favorable government policies. It is also one of the fastest growing sectors of the Indian economy. The direct contribution of IT/ITES to industry in Indian economy plays an important role in the economic development. It accounts for a 5.19% of the country's GDP and export earnings as of 2009 while providing employment to a significant number of its territory sector workforce. More than 2.5 million people are employed in the sector either directly or indirectly, making it as the biggest job creators in India and a mainstay of the national economy (Seema Bhat et.al 2008)[6].

In the recent years the field of IT is highly competitive providing more job opportunities and challenges to human resource and they have to prove themselves in the challenging situations and trends in the recent global economy which affects the job security in the long term and creates stress among the employees. Emotional Intelligence helps the individual to achieve "clarity" in thinking and "composure" in stressful and chaotic situations to avoid adverse effects. Though many researches have been done in this field however focuses on women employees have not been done so far. This has made the study to focus in the area of EI among women employees because they play a major role in multitasking. This research will assist management

and employee in understanding and helping them in designing to improve the working environment. It will also help women employees in developing effective coping strategies.

OBJECTIVES OF THE STUDY

- Identifying the factors influencing emotional intelligence and examining the demographic profile of women employees.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

Descriptive research design has been adapted which describes the current/existing scenario in the population. The researcher studies the existing state of affairs of women employees as it exists in ITeS companies at present and does not have control over the variables. Hence the research design is descriptive in nature.

SAMPLING

Sampling design used is probability sampling and random sampling technique was used. In this design every item of the universe has an equal chance of inclusion in the sample. A total of 6300 employees working in TIDEL Park, Coimbatore as listed in Information Technology Department, Government of Tamilnadu, ELCOT website was taken as the population. A random sample of 320 employees were selected for this research.

Name of the Company	Constructed area (Sq.ft.)	No. of employees
WIPRO	3.5 lakhs	300
TIDEL PARK, COIMBATORE LIMITED	17 lakhs	6000

Source: IT department policy note: 2015-16, Govt. of Tamilnadu

SAMPLE UNIT

Women employees in IT industry with special reference to Tidel Park in Coimbatore   are taken as the sample units.

DATA COLLECTION

A well-structured questionnaire was framed under the guidance of research supervisor and experts. Direct oral investigation method was used to collect the primary data.

DATA ANALYSIS AND INTERPRETATION

The analysis and interpretation of the data collected through the distribution of questionnaire is presented based on the responses from 320 IT women employees. The opinions of the respondents are ascertained through a questionnaire comprising of five sections. The data collected are analysed in tune with the objectives of the study using basic tools and statistical tools. The major tools applied to the study include Cronbach alpha test and factor analysis. This study examines the demographic profile of the respondents and identifies the factors influencing emotional intelligence of employees in the information technology sector.

Section A: Demographic and Socio-economic Characteristics

To understand the profile of the respondents and to know the perception among the IT employees towards the Emotional Intelligence factors. The following demographics characteristics are considered namely, age, marital status, number of children, employment status of spouse, type of family, educational qualification, income, experience and designation. In this section, the researcher reported the demographic and socio-economic profile of the sample distributions in the IT sector undertaken and is summarized.

Age of the Respondents

Table 1.1 explains the age details of the respondents considered for this study. The study considered the employees with different age category to identify the dominance of age section in IT industry.

Table 1.1: Age of the Respondents

S. No	Age	Number of Respondents	Percentage of Respondents
1	Below 25	164	51.3
2	25 – 40	120	37.5
3	40-55	36	11.3
	Total	**320**	**100**

A large number of respondents are below 25 years (51.3%). Majority of the sampled respondents are young adults, who prefer to work in IT industry. This also proves the fact that young dynamics are the strength of the IT sector. Autar (2001)[7] studied the relationship between expectations and post school choice in Indian youth. The incentive structure significantly influences expectations of Indian youths in shaping their career plans.

Marital Status of the Respondents

Table 1.2 describes the marital status of the respondents under the study. This will provide insight on the majority of the employees' preference to work with the IT industry before or after marriage.

Table 1.2: Marital Status of respondents

Marital Status	Number of Respondents	Percentage of Respondents
Married	120	37.5
Unmarried	192	60.0
Divorcee	8	2.5
Total	**320**	**100.0**

Majority of the respondents are single (60%) in this study. The IT industry has created employment largely for people in the younger age group. The women respondents working in the industry feel that getting married can cause them to leave the present organization attributing various societal reasons like seeking acceptance of husband and in-laws, moving to husband's place(Aravinda and Venkata, 2014).[8]

Number of Children of the Respondents

Table 1.3 describes the number of children for the respondents considered in this study. This provides understanding on the role of family's in shaping of working women's behavior, personality and development of various skills in IT industry.

Table 1.3: Number of Children of the Respondents

No. of Children	Number of Respondents	Percentage of Respondents
No children	203	63.4
1	78	24.3
2	36	11.3
More than 2	3	1.0
Total	**320**	**100.0**

Majority of the respondents have no children (63.4%) in this study. The women respondents feel that child bearing at an early age and multiple roles tend to affect the health of women. Working women increasingly prepare themselves for a long employment career, carefully planning childbearing, both number and timing, while considering how best to combine the dual responsibilities of work and family under given structures of social support (Brewster and Rindfuss, 2000)[9].

Employment Status of Spouse

Table 1.4 describes the employment status of spouse in the study. This highlights the need fulfillment and the relationship established within family members of women in IT industry.

Table 1.4: Employment Status of Spouse

Employment status of spouse	Number of Respondents	Percentage of Respondents
Employed	92	76.7
Not Employed	28	23.3
Total	**120**	**100.0**

Majority of the respondent's spouse are employed (76.7%) in this study. Women respondents feel when spouse are employed, responsibilities and roles are shared and lowers family to-work conflict, burnout exhaustion, pessimism, and whereas it increases job satisfaction (Baruch Feldman et al., 2002)[10] and employee attachment in the organization. (Huynh et al.2012)[11]

Profession if Employed

Table 1.5 describes various professions of the spouse of working women in this study. This provides the spouse support as one of the resource that facilitates positive outcomes both at work and at home for women in IT industry to achieve career growth.

Table 1.5: Profession of spouse of the respondents

Profession of spouse	Number of Respondents	Percentage of Respondents
Business	21	22.8
Professional	39	42.4
Agriculture	14	15.2
Others	18	19.6
Total	**92**	**100**

Majority of the respondent's spouse belong to profession category (42.4%) in this study. Spouse support is one accumulation of resource that are likely to result in positive emotional states and attitude It also emphasizes various forms of support such as the degree of help and emotional support for childcare duties (Brown, Brody, & Stoneman, 2000; Rholes, Simpson, Campbell, & Grich, 2001)[12]. It is a valuable resource that allows women or men to better deal with the demands of work and negotiate these role-related expectations.

Family Status

Table 1.6 describes the type of family in this study. This provides understanding on the family's role in child's mind and personality development of women employees that contribute to the society as a whole.

Table 1.6: Family status of the respondents

Family Status	Number of Respondents	Percentage of Respondents
Nuclear family	165	51.5
Joint family	99	31
Staying alone	56	17.5
Total	**320**	**100**

Majority of the respondent's family belong to nuclear family (51.5%) in this study. This proves that there is considerable privacy and opportunities for the women employees to interact with spouse and children which deepens emotional ties among the members and an individual tends to be a good decision maker with great self confidence and self reliant.(Bansal et.al 2014)[13].

Educational Qualification

Table 1.7 describes the educational qualification of the respondents in this study. The study considered educational qualification's importance that can help individuals excel through life transitions starting from school to college, and later into to the working world.

Table 1.7: Educational Qualification of respondents

Educational Qualification	Number of Respondents	Percentage of Respondents
UG level	161	50.3
PG level	140	43.8
Diploma	8	2.5
Others	11	3.4
Total	**320**	**100**

Table 1.7 indicates that majority of the women employees are under graduates (50.3%) . Women employees with high qualification is said to function better as an individual as they will be able to maintain work life balance. Also they are considered a good team player and contribute to organization's productivity and can adapt to the forever changing climate and needs of their organization (Akmal et.al 2013)[14].

Salary of the respondents

Table 1.8 describes the salary of the respondents in this study. This provides the contribution to well being beyond the earnings they provide for an individual.

Table 1.8: Salary of the respondents

Salary	Number of Respondents	Percentage of Respondents
Less than10K	26	8.1
11K -20k	183	57.2
21k - 30k	102	31.9
Above 31 K	9	2.8
Total	**320**	**100**

Majority of the women respondent's earn between Rs.11,000 to 20000 in this study. Women are observed as good partners of the socioeconomic development of the family and country in general. They contribute significantly to the upliftment of family with facilities ensured. (Chowdhury et al. 2009)[15].

Experience of the respondents

Table 1.9 describes the experience of the respondents in this study. This provides the necessity of work experience for women respondents to grow up in their career in IT industry.

Table 1.9 Experience of the respondents

Experience (years)	Number of Respondents	Percentage of Respondents

Below 5	227	70.9
5 -10	47	14.7
10-15	29	9.1
Above 15	17	5.3
Total	**320**	**100.0**

Table 1.9 indicates that majority of the women respondents have less than five years of experience (70.9%). In general, organizational experiences and conditions helps them to identify their skills and gives good understanding of employees strength and weakness which seem to be associated with the career success of managerial and professional women(Morrison et.al 1990)[16].

Designation of the respondents

Table 1.10 describes the experience of the respondents in this study. This denotes the reporting relationships of staff members as well as the status level within the company making them accountable in their position.

Table 1.10: Designation of the respondents

Designation	**Number of Respondents**	**Percentage of Respondents**
Software engineer	190	59.4
System analysts	48	15.0
Financial Analysts	12	3.8
Web developer	6	1.9
System architect	11	3.4
Network engineer	11	3.4
Technical support	24	7.5
Software tester	18	5.6
Total	**320**	**100**

Table 1.10 indicates that majority of the women respondents are software engineer (59. 4 %). Various designations helps employees develop their personality , traits, ideas and attitudes of an individual as these are organized externally into roles and as they internally relate to motivation, goals and various aspects of individual's selfhood. (Shukla et.al 2015).[17]

Section B: Factors considered under the Study

The study focuses on five different factors namely emotional intelligence, quality of work life, quality of life, work life balance and career development. The ordinal scores collected through the questionnaire were converted to mean and standard deviation in order to understand the perception of IT employees. The score assigned by each respondent for each of the factor was scaled up to five and the mean of each factor was determined. Also standard deviation was done to understand the distribution of the values.

Emotional Intelligence

Emotional Intelligence is the ability to manage emotional mind with intelligence in every facet of life. It is a form of intelligence relating to the emotional side of life, such as the ability to recognize and manage one's own emotions to motivate oneself and restrain impulses to handle interpersonal relationships. It plays a major role among women employees in today's busy world because they balance both family and work. At the end they will see a career growth which creates great satisfaction to the employees. An employee with high emotional intelligence can manage his or her own impulses, communicate with others effectively, manage change well, solve problems, and use humour to build rapport in tense situations. This "clarity" in thinking and "composure" in stressful and chaotic situations is what separates top performers from weak performers in the workplace and lead a peaceful life at home when playing multiple roles.

Table 1.11: Descriptive Statistics on Emotional Intelligence

Statements	Mean	Std. Deviation
I know my strengths and weakness clearly	4.26	0.69
I know how my feelings impact my own performance	4.12	0.66
I resist the impulse to act immediately	3.94	0.88

I can identify negative feelings	3.92	0.87
No matter what the emotional situation is, I can handle it effectively	3.92	0.80
I try to get the best possible results when I do things	3.91	0.83
If something is not right for me then I won't do it	3.90	0.90
I can regulate my feelings without hurting others around me	3.95	0.89
My self awareness made me a matured person at home and at work	3.85	0.86
On the whole , I'm a highly motivated person	3.92	0.91
When I am angry or upset, I try to understand why	4.05	0.97
My ability to delay anger made me a more determined person	4.00	0.74
I can think of many ways to get out of change in my mood	3.89	0.80
I always practice what I advice to others	3.94	0.81
I always stay optimistic, even if things go wrong	3.76	0.86
I can receive feedback without becoming defensive	3.83	0.86
I pay attention & listen to others without jumping to conclusions	3.84	0.96
I stay relaxed and composed under pressure	3.63	0.97
I am open to different thinking if there is a better idea	3.93	0.89
When things around me change I adjust myself and accept change	3.94	0.79
I can read people's mind , moods, feelings and nonverbal cues	3.98	0.88
I am usually aware of others' feelings and give due regards to it	4.03	0.77
I focus on people's positive qualities	3.96	0.87
I can see things from others point of view & sense what matters them	3.86	0.84
I am sensitive to others people's emotions and moods	3.79	1.00
I enjoy with my friends , neighbours and relatives a lot	3.98	0.88
I am aware of how each person feels about the others in a group	3.78	0.85
People want to associate with me as a team member always	3.71	1.01
I communicate effectively in social situations	3.76	0.99

People working with me feel the I help them in their career & works	3.83	0.90
My understanding of others made me to live life happily	4.09	0.82
my concern towards people make them work for me	3.88	0.86
I openly share my principles and beliefs with others	3.95	0.75
I cooperate well when working in a team	3.89	0.89
I persuade others on rational & logical arguments in communication	3.79	0.91
I follow the principle of "first to understand & then to be understood"	3.85	0.91
I am open to new thoughts, feedback and ideas.	3.89	0.87
I make new friends easily and get along well with even strangers	3.91	0.86
I identify & encourage opportunities for collaboration within groups	3.91	0.82
My relationship with others helps to get the work done	3.77	0.90

Table 1.11 provides the descriptive statistics namely mean and standard deviation for variables related to emotional intelligence. The mean values of the scores assigned to the opinion of respondents on various statements indicating their perception for variables are in the range of 3.63 – 4.25. The respondents opinion on the self management that they stay relaxed and composed under pressure has a lesser average (Mean = 3.63). This indicates the employees find it difficult to stay calm under pressure. The respondents opinion on self awareness that they know the strength and weaknesses clearly has the highest mean score (Mean = 4.25).This indicates that employees are aware of their strength and weaknesses. According to Huy (1999)[18] people who are emotionally intelligence are more successful in their careers and life than those low on emotional intelligence because they are able to recognize and use their own and others' emotional states to regulate behavior and deal with the environment. The ability to manage feelings and handle stress is another aspect of emotional intelligence that has been found to be important for success. In predicting individual success, previous studies strongly supported that emotional intelligence may also be a factor in determining success in life (Cherniss, 2000)[19].

The other variables that have greater influence on the emotional intelligence of the respondents are the women IT employees know how the feelings impact the performance (4.12), when angry

respondents try to understand the reasons (4.05), and are usually aware of the feelings of others and understanding of others made the respondents live life happily.

FINDINGS

- Large number of respondents were below 25 years (51.3%). Majority of the sampled respondents are young adults, who prefer to work in IT industry. This also proves the fact that young dynamics are the strength of the IT sector.

- Majority of the respondents were single (60%) in this study. The IT industry has created employment largely for people in the younger age group.

- Majority of the respondent's spouse were employed (76.7%) in this study. Women respondents feel when spouse are employed, responsibilities and roles are shared and lowers family to-work conflict, burnout exhaustion, pessimism, and whereas it increases job satisfaction and employee attachment in the organization.

- Majority of the respondent's spouse belonged to professional category (42.4%) in this study. Spouse support is one accumulation of resource that is likely to result in positive emotional states and attitude. It is a valuable resource that allows women to better deal with the demands of work and negotiates these role-related expectations.

- Majority of the respondent's family belonged to nuclear family (51.5%) in this study. This proves that there is considerable privacy and opportunities for the women employees to interact with spouse and children which deepens emotional ties among the members and an individual tends to be a good decision maker with great self confidence and self reliant

- Majority of the women employees were found to be under graduates (50.3%) . Women employees with high qualification is said to function better as an individual as they will be able to maintain work life balance.

- Majority of the women respondent's were earning between Rs.11,000 to 20000 in this study. Women were observed as good partners of the socioeconomic development of the family and country in general. They contribute significantly to the upliftment of family with facilities ensured.

- Majority of the women respondents had less than five years of experience (70.9%). In general, organizational experiences and conditions helps them to identify their skills and gives

good understanding of employees strength and weakness which seem to be associated with the career success of managerial and professional women.

- Majority of the women respondent's were software engineer (59.4 %). Various designations helps employees develop their personality , traits, ideas and attitudes of an individual as these are organized externally into roles and as they internally relate to motivation, goals and various aspects of individual's selfhood

CONCLUSION

On identifying the factors influencing emotional intelligence and examining the demographic profile of women employees it is understood that constructs such as emotional intelligence influence working women to a larger extent. Organizations can be successful if they attract and retain people who have high emotional intelligence and should also be cognizant of employees' various job-related needs by having open communication with employees and conducting regular opinion surveys. This study insight that emotional intelligence play a major role in everyday lives of women employees. As there were not much studies done in this area and remained unexplored, this study provides preliminary evidence on the importance of emotional intelligence exclusively for women employees of Tidel park thereby benefitting the individual and the organization.

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