

Analysis on Impact of Emotional Psychology Appeal towards the Employee Performance

Dr.S. Arun Kumar, A. Celina and Dr.K. Sankara Moorthy

Abstract--- *In order to have better performance of employees in an organization, it is significant to understand the needs of the employees. There are physical rewards as well as intangible benefits for the employees. Organization that better understands the emotional quotient of the employees will help them delivering the expected performance. This paper deals with the constructs that influence the emotional intelligence in an organization.*

Keywords--- *Emotional Psychology, Employee Performance.*

I. INTRODUCTION

Organizational nowadays face fierce competition in the market due to lesser entry barriers and the arrival of new entrants which force them to adopt different strategies in order to maintain competitive advantage. Human resource is an important component which cannot be copied by the competitors for a higher period of time. Organization gives similar amount of pay and rewards to almost everyone in the organization and hence there is a need for factors that would enhance the differentiation than the competitor. Emotional intelligence of the individual plays a significant role in terms of efficiency in an organization. The employee behavior is much attributed towards the emotions and perception regarding the management in day to day decision making.

II. LITERATURE REVIEW

Emotional intelligence is becoming a valid measure to understand the performance of the employees and there are two approaches in which the emotional intelligence concept can be perceived which are the ability based approach and the trait based approach. It is found that these approaches have been providing evidence that emotional intelligence is determined by the social adjustments that individuals make in the everyday transactions. (Cherniss, Roche, & Barbarasch, 2016) There are two types of leadership which are transactional leadership and transformational leadership which is found in organization. A great deal of change is possible only when there is a higher dominance of transformational leadership in an organizational. It is found that emotional intelligence is one major predictor of success of transformational leadership in an organization. The morale of the employees depends on how the employees feel about the leadership of the organization. (Palmer, Walls, Burgess, & Stough, 2001)

Emotional intelligence has a positive influence towards the creativity of the employees which would enhance the productivity of the organization. Emotional intelligence corresponds to the effectiveness of cognitive intelligence of the individual. (Lopes et al., 2004) Organizational citizenship behavior has been on increasing importance which has higher impact on employee engagement initiatives. It is found that emotional intelligence enhances the organizational citizenship behavior thereby enhancing the task performance of the employees in an organization.

Dr.S. Arun Kumar, Assistant Professor, Faculty of Management, SRM Institute of Science and Technology, Kattankulathur, Chennai.

A. Celina, Assistant Professor, Faculty of Management, SRM Institute of Science and Technology, Kattankulathur, Chennai.

Dr.K. Sankara Moorthy, Assistant Professor, Faculty of Management, SRM Institute of Science and Technology, Kattankulathur, Chennai.

(Côté & Miners, 2006) Marital status of the individual has a higher impact on the levels of the emotional intelligence. Emotional intelligence helps to enhance the social skills of the individual in an organization. (Schutte et al., 2001) Emotional intelligence is positively associated with the job satisfaction of the employee in an organization. Low emotional intelligence of the individual correlated with lower satisfaction of the employee in an organization. (Sy, Tram, & O'Hara, 2006)

Health of the employees is directly contributed to the levels of the emotional intelligence displayed while handling the day to day transactions. (Brackett, Rivers, & Salovey, 2011). The effectiveness of the leadership in the present era is highly influenced by the emotional intelligence of the leader which is evident from the decision making capacity and the interactions among the employees. (Hurley & Barron, 2018)

III. RESEARCH METHODOLOGY

The respondents were selected based on the experience of at least two years and belong to the manufacturing sector in Chennai city. The sampling method is purposive sampling and the sample size is 463 derived based on the pilot study conducted for the research. MS Excel, Statistical package for social science to perform the statistical analysis in order to confirm the assumption made among the constructs and variables adopted for the study.

IV. ANALYSIS AND INTERPRETATION

Category	Frequency	Percentage (%)
Male	431	56
Female	32	44
Total	463	100

From the above table it is found that majority of the respondents belong to the gender category of male.

Category	Frequency	Percentage (%)
18-25	231	51
26-33	97	22
34-41	46	22
42-49	57	3
above 49	32	2
Total	463	100

From the above table it is found that 51 percentage of the respondents belong to the 18 to 25 age category whereas only 2 percentage of the respondents belong to the age category above 49 years.

Category	Frequency	Percentage (%)
10 th Standard	12	4
12 th Standard	66	2
Diploma	173	48
UG Degree	157	21
PG Degree	45	20
Others	10	5
Total	463	100

From the above table it is found that 48 percentage of the respondents belong to the education qualification category Diploma whereas only 5 percentage of the respondents belong to the category of PG degree education.

Category	Frequency	Percentage (%)
Less than Rs.10000	6	3
Between Rs.10001 to Rs.20000	17	8
Between Rs.20001 to Rs.30000	19	9
Between Rs.30001 to Rs.40000	81	39
Between Rs.40001 to Rs.50000	48	23
Above Rs.50000	37	18
Total	463	100

From the above table it is found that 39 percentage of the respondents belong to the income category of 300001 to 40000 whereas only 3 percentage of the respondents belong to the category of less than Rs.10000.

S.NO.	Construct	Cronbach Alpha
1	Team Performance	.85
2	Self – Emotion Appeal	.78
3	Others Emotion Appeal	.85
4	Use of Emotions	.74
5	Regulation of Emotions	.79

From the above table the reliability of the constructs taken in the study is established using the Cronbach alpha greater than .7

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751	.723	.710	1.3434

From the above regression analysis of the dependant variable of Team performance which is predicted by the independent variables of Emotional intelligence constructs Self emotion Appeal, Other Emotion Appeal, Use of Emotions and Regulation of Emotions, it is found that Other emotion appeal has a higher influence towards the team performance followed by self-emotional appeal.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.102	.567		4.6	.016
Self – Emotion Appeal	.546	.075	.570	5.231	.000
Others Emotion Appeal	.936	.086	.952	7.597	.000
Use of Emotions	.430	.043	.436	4.480	.000
Regulation of Emotions	.231	.065	.242	3.791	.000

V. CONCLUSION

The importance provided for the emotion of the team members is an inevitable component that enhances the team performance. Technical components and analysis might forecast the productivity but the undeniable component of emotional intelligence acts as a catalyst for the business. Training has to be provided for the employees in the manufacturing organization which would reduce the friction among the employees and encourages better performance among the employees. Understanding emotional psychology of the employees will clear the misunderstanding in the team.

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