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A STUDY ON THE EMOTIONAL INTELLIGENCE AND ITS IMPACT ON ORGANIZATIONAL CULTURE AMONG SELECTED BANKING AND FINANCIAL ORGANIZATIONS

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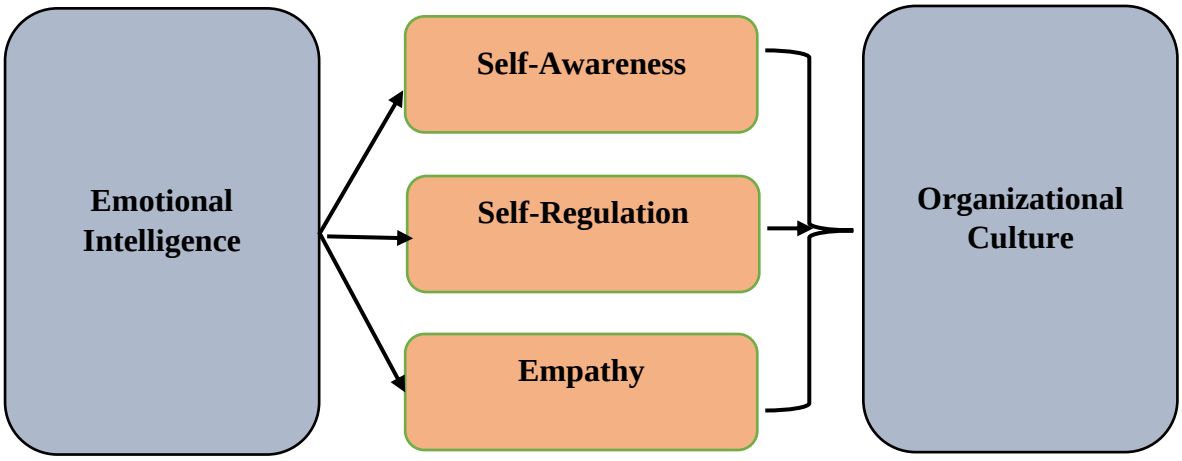
ABSTRACT
The purpose of the study is to explore the impact of emotional intelligence on organizational culture among the employees of selected banking and financial organizations of Bhopal city. The study is based on primary data which has been collected by using questionnaire methods. Three major components of emotional intelligence has been identified such as Self- Awareness, Self-Regulation and empathy to explore the relationship with organizational culture. The final questionnaire has been distributed among the 200 individual in which 157 individual have responded. The findings of the study indicates that all the three components of emotional intelligence is significantly and positively related with organizational culture.

INTRODUCTION

Emotions on the human is one of the important thing may be considered as response in organized way that is related with psychological and motivational systems. In the scenario of competitive world it has been observed that the person who are aware about the emotions can easily manage and regulate each and every situations and also can motivate their self in order to succeed in the life. However, most of the research study has been conducted and explore that success in the work place is depends on the level of individual emotional intelligences, because awareness about emotional intelligence gives competitive advantage to the person. The present study is related with emotional intelligence is its impact on organizational culture. However in this process three important components of emotional intelligence has been identified such as Self- Awareness, Self-Regulation and empathy which may direct impact the level of emotional.

CONCEPTUAL FRAMEWORK

The conceptual framework of the study is based on the various components of emotional intelligence which may directly related with individual emotional and significantly impact the culture of the organization. The present study is based on three important component such as Self-Awareness, Self- Regulation and empathy. The conceptual framework and relationship between various variable scan be seen in the below figure



(Fig: Conceptual Framework)

REVIEW OF LITERATURE

Ali Asad, (2014) explored the role of emotion in organizational politics in banking sector. The research examined the negative implication of perceived organizational politics, for various, attitudes, behaviours and performance measures including job satisfaction, organizational commitment, job burnout, stress, turnover intentions and negligent behaviour. The emotional and feelings implication of organizational politics have been over looked. Findings of this study show elements of emotion can shape perception of politics and that manner in which employees understand and regulate felt emotions affect their interpretation of political arena. One of the contribution of this study is the reconfirmation of the idea that healthy emotional constructs and the emotional intelligence of the employees adds to job satisfaction and thus may be used as a performance indicator of the quality of banking service.

Laxmi Narayan Sharma (2014) to find out emotional intelligence levels of teaching and non-teaching employees of academic institutions. The objective of the study is: a) to find out the degree of work life balance of the subjects. b) To find relationship between the Emotional Intelligence (EI) and work life balance (WLB) in an academic institutions. This reflects in global liberalized economic world that Emotional Intelligence appears as key factor for employee's stability, talent retention and sustainable development. As it appears that, the high Work Life Balance is directly proportion to high emotional intelligence of employees. It means extremely high Emotional Intelligence bearing employees are having full Work life balance in their respective department and offices. The highly emotionally, competent, talented group, will work effectively in cultural diversity and have the opportunity to adopt cross cultural integrity for global peace prosperity and brotherhood. To conclude, the liberalization of global economy is an opportunity to country like India and its student's professionals, corporate people, professors, research scholars and social workers to get benefit of working at any corner of the world with different culture, social, religious and demographic environment.

Jason Hughes Hamburg (2008) to adapt a person with those who are crucial in understanding the why one person thrives in life while another, of equal intellect, dead-ends" EI as Care for the Self [EI] challenges the dominant model of rationality in organizational effectiveness and, in doing so, exposes some of the traditional organizational oppressions which have emotional underpinnings and consequences such as harassment, lack of compassion, prejudice and exploitation. To conclude that in Emotional Reflexivity, EI involves both control and care for the self-Neither the neither free play nor total colonization of affective subjectivity Points towards important shifts in processes of corporate subjectification: Formal Control Informal Control Juridical Control Self-Control, Discipline Discretion, Repression Expression. Emotional Intelligence in the life is essential, that, surely as math or reading, can be handled with greater or lesser skill, and requires its unique set of competencies.

Desiree Ruiz Aranda (2012) to analyses the effects of educational program based on EI ability model had on adolescent mental health immediately and six month after completion of the training. The main goal of the study analyses the two year educational EI program on promoting mental health. In training who participated in the EI program would have fewer clinical symptoms after the intervention than would students in the control group and that these differences would persist six months later. Therefore, EI can be considered a powerful tool for preventing internalization problems from early ages. Such skills perceiving, facilitating thinking, understanding and managing ones emotions and preventing psychological problems. Thus EI skills seem to be an important factor in the prevention of psychological disorder and appear to be related to positive life outcomes. These results suggest that EI programmes created to develop skills in perceiving, facilitating, understanding, and managing emotions can be effective at promoting mental health in adolescents.

OBJECTIVES OF THE STUDY

The various objectives of the study are as under

1. To study the relationship between emotional intelligence and organizational culture towards self-awareness
2. To study the relationship between emotional intelligence and organizational culture towards self-Regulations
3. To study the relationship between emotional intelligence and organizational culture towards Empathy

HYPOTHESIS OF THE STUDY

The various hypothesis of the study are as under

H_{01}: There is no significant relationship between emotional intelligence and organizational culture with respect to self-awareness

H_{a1}: There is a significant relationship between emotional intelligence and organizational culture with respect to self-awareness
H_{02}: There is no significant relationship between emotional intelligence and organizational culture with respect to self-regulation
H_{a2}: There is a significant relationship between emotional intelligence and organizational culture with respect to self-regulation
H_{03}: There is no significant relationship between emotional intelligence and organizational culture with respect to Empathy
H_{a3}: There is a significant relationship between emotional intelligence and organizational culture with respect to Empathy

RESEARCH DESIGN

Research design for present study is based on the significant relationship between emotional intelligence and organizational culture with respect to various component such as Self-Awareness, self-regulation and empathy. In order to prepare the entire structure exploratory research design has been used for present study. Under the formulation of design of the study date collection, sampling, measurement tolls has been included. The study is based on primary and secondary data which has been collected according to the requirement of the study. However primary data has been collected by using questionnaire methods in this process a well structure set of questionnaire distributed among the entire population and secondary data collected from various sources such as research paper, books etc.

SAMPLE DESIGN

Sample for present study design on the basic of examine the impact of emotional intelligence on organizational culture. In order to designing of sample the sample size, sampling method and area of sampling has been clearly defines. Designing of sampling was based on the preparation of questionnaire, however, the questionnaire was prepared in English language with easy and clear terminology. The entire sampling process has been classified in three steps such as

- **Sample Size:** the final questionnaire has been distributed among the **200** employees of various selected banking and financial organisations. After the examination of various questionnaire total **157** sets of questionnaire were found filled and correct. Hence the final sample size of the study is **157**
- **Sampling Method:** In order to obtained the sample the present study deals with random stratified methods of sampling
- **Sample Area:** the sample area for study is various geographical locations of Bhopal city where the major number of banking and financial organization were located.

MEASUREMENT SCALE

Measurements scaling is the tools to scaling of data on fixed parameters in order to record the rate of response. The present study deals with five point Likert scale such as one strongly agree to five strongly disagree.

TOOLS FOR DATA ANALYSIS

The data analysis and hypothesis testing for present study is deals with t test at 5% level of significance and 95% level of confidence

HYPOTHESIS TESTING

Table 1
Impact of Emotional Intelligence on organizational culture

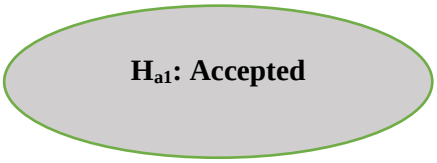
Hypothesis	Predictors/Independent Variables	df	t	P-Value	Result
H_{01}/ H_{a1}	Self- Awareness	5	8.021	0.019	Significant
H_{01}/ H_{a1}	Self- Regulation	5	4.185	0.001	Significant
H_{01}/ H_{a1}	Empathy	5	9.001	0.032	Significant
Dependent Variables : Organizational Culture					

FINDINGS

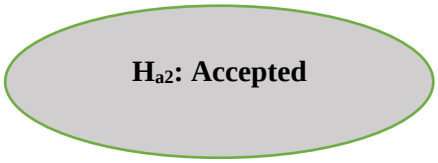
The various findings of the study are as under

1. Table explore the impact of Emotional intelligence on organizational performance with respect to self-awareness among the employees of selected banking and financial organization. The relationship between predictors and dependent variables done by using the t test at 5% level of significance. Since the calculated value

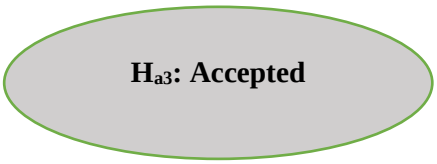
of t is 8.021 and p value is 0.019 which is less than critical value. However, the result recommended to accept the alternative hypothesis and reject the null hypothesis. Hence first hypothesis "There is a significant relationship between emotional intelligence and organizational culture with respect to self-awareness" **is accepted**



2. Table explore the impact of Emotional intelligence on organizational performance with respect to self-regulation among the employees of selected banking and financial organization. The relationship between predictors and dependent variables done by using the t test at 5% level of significance. Since the calculated value of t is 4.185 and p value is 0.001 which is less than critical value. However, the result recommended to accept the alternative hypothesis and reject the null hypothesis. Hence second hypothesis "There is a significant relationship between emotional intelligence and organizational culture with respect to self-regulation" **is accepted**



3. Table explore the impact of Emotional intelligence on organizational performance with respect to empathy among the employees of selected banking and financial organization. The relationship between predictors and dependent variables done by using the t test at 5% level of significance. Since the calculated value of t is 9.001 and p value is 0.032 which is less than critical value. However, the result recommended to accept the alternative hypothesis and reject the null hypothesis. Hence, third hypothesis "There is a significant relationship between emotional intelligence and organizational culture with respect to empathy" **is accepted**



CONCLUSIONS

Emotional Intelligence played a significant role towards success of the organization, because it is most important parameters to control the emotions of individual at work place. Most of the study has been proved that, if the individual control their emotions so he/she may success in their life properly. The present study dealt with impact of emotional intelligence on organizational culture with respect to self -awareness, self- regulation and empathy. After having the data analysis with t test at 5% level of significance it has been found that all the components of emotional intelligence playing the most important role towards organizational culture among the selected banking and financial organizations. Findings of the study clearly indicates that self-awareness, self-regulations and empathy have significant impact on organizational culture because in all three cases alternative hypothesis is accepted. The final conclusive remark may explore that emotional intelligence with respect to self-awareness, self-regulations and empathy have significant and positive relationship with organizational culture of selected banking and financial organizations.

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