

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4767 Cities in 180 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	IMPACT OF FACEBOOK USAGE ON STUDENT ACADEMIC PERFORMANCE: THE CASE OF WOLLEGE UNIVERSITY <i>V.P.S. ARORA & SARFARAZ KARIM</i>	1
2.	A STUDY ON THE IMPACT OF EMOTIONAL INTELLIGENCE ON QUALITY OF WORK LIFE AMONG WOMEN EMPLOYEES OF ITES COMPANIES WITH SPECIAL REFERENCE TO SELECTED COMPANIES IN COIMBATORE DISTRICT <i>DR. S. GANESAN & SUKANYA.L</i>	7
3.	IMPACT OF VILLAGE INFRASTRUCTURE INITIATED BY KORBA COALFIELDS OF CHHATTISGARH (INDIA) ON VILLAGERS' WAY OF LIVING <i>A S BABU & SUKANTA CHANDRA SWAIN</i>	11
4.	REVENUE MANAGEMENT: A CASE STUDY OF BHARAT SANCHAR NIGAM LIMITED <i>DR. U. PADMAVATHI</i>	18
5.	DIGITAL MARKETING – WAY TO SIGNIFICANCE <i>SEMILA FERNANDES & VIDYASAGAR A.</i>	22
6.	PERFORMANCE MANAGEMENT IN SUGAR INDUSTRIES <i>M. SARADADEVI & K. YASODA</i>	28
7.	FOREIGN DIRECT INVESTMENT INFLOWS, TECHNOLOGICAL INNOVATION, SUSTAINABLE DEVELOPMENT AND SKILLED HUMAN BEHAVIOR: A MULTIVARIATE GRANGER CAUSALITY STUDY – EVIDENCE FROM FRANCE <i>DR. BHUMIKA GUPTA & DR. JASMEET KAUR</i>	32
8.	CONSTRUCTION OF INTER QUARTILE RANGE (IQR) CONTROL CHART USING PROCESS CAPABILITY FOR STANDARD DEVIATION <i>DR. C. NANTHAKUMAR & S.VIJAYALAKSHMI</i>	35
9.	EQUITY SHARE PERFORMANCE OF AUTO MOBILE INDUSTRY IN BSE <i>M. NIRMALA & P. PAVITHRA</i>	39
10.	TURN OF THE MONTH EFFECT IN INDIAN METAL SECTOR WITH SPECIAL REFERENCE TO BSE METAL INDEX <i>J. SUDARVEL & DR. R. VELMURUGAN</i>	43
11.	ROLE OF MAHILA SAHKARI BANK IN WOMEN EMPOWERMENT <i>DR. R. P. AGRAWAL & AJITA SAJITH</i>	46
12.	STRESS AMONG IT SECTOR EMPLOYEES <i>SABARI GHOSH</i>	49
13.	MOBILE BANKING IN INDIA: A COMPARATIVE STUDY ON HDFC BANK AND AXIS BANK <i>N. NEERAJA</i>	54
14.	LEADERSHIP REQUIREMENTS TO MANAGE GLOBAL BUSINESS <i>DEEPA NATHWANI</i>	58
15.	A STUDY ON EMOTIONAL INTELLIGENCE AMONG TEACHERS IN PRIVATE SCHOOLS OF DINDIGUL DISTRICT <i>DR. R. RADHIKA DEVI & SOUNDARYA.N.</i>	63
16.	A STUDY ON CONSUMERS OPINION TOWARDS ECO-FRIENDLY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY <i>NITHYA M & T. RAHUL PRASATH</i>	67
17.	AN EVALUATION OF SERVICES BY DOCTORS PROVIDED BY PHARMACEUTICAL COMPANIES <i>MENKA TRIPATHI & DR. PRATIBHA JAIN</i>	74
18.	OPPORTUNITIES AND CHALLENGES TO TOURISM INDUSTRY: A CASE STUDY OF JAMMU AND KASHMIR <i>MUNEER A KHAN, SHAHNEYAZ A BHAT, SUHAIL A BHAT & MUDASIR AHMAD WAR</i>	79
19.	PERCEPTION OF STUDENT TOWARDS FATE AND LOCUS OF CONTROL AT HIGHER SECONDARY LEVEL: A STUDY IN PERCEPTION <i>P. THANGARAJU</i>	83
20.	SOCIO ECONOMIC CONDITIONS OF HANDLOOM WEAVERS: A STUDY OF KARIMNAGAR DISTRICT <i>ANKAM SREENIVAS & KALAKOTLA SUMAN</i>	85
	REQUEST FOR FEEDBACK & DISCLAIMER	96

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:	
Designation	:	
Institution/College/University with full address & Pin Code	:	
Residential address with Pin Code	:	
Mobile Number (s) with country ISD code	:	
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:	
Landline Number (s) with country ISD code	:	
E-mail Address	:	
Alternate E-mail Address	:	
Nationality	:	

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgement from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY ON THE IMPACT OF EMOTIONAL INTELLIGENCE ON QUALITY OF WORK LIFE AMONG WOMEN EMPLOYEES OF ITES COMPANIES WITH SPECIAL REFERENCE TO SELECTED COMPANIES IN COIMBATORE DISTRICT

DR. S. GANESAN
DIRECTOR
KPR SCHOOL OF BUSINESS
COIMBATORE

SUKANYA.L
RESEARCH SCHOLAR
SCHOOL OF MANAGEMENT
BHARATHIAR UNIVERSITY
COIMBATORE

ABSTRACT

Numerous decades have been conceded when the concept of Quality of Work Life (QWL) came into existence. In the contemporary world, QWL is incorporated as a process that enables its members at all levels to actively participate in shaping the organization environment. In the same way, Emotional Intelligence (EI) scores of employees are also widely acknowledged in organizations for its exceptional business outcomes. As not many researches have been carried out explicitly on women employees, the aim of this study was to analyze and measure the impact of EI on QWL through the sample data collected randomly from 150 women employees of ITES 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. Whereas QWL was measured using the factors developed by Boisvert and Theriault. The assessment provides the overall impact of EI on QWL as well as its individual factors.

KEYWORDS

emotional intelligence (EI), quality of work life (QWL), self-awareness, self-management, social awareness, relationship management.

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. Also, Quality of Work Life (QWL) is a set of beneficial consequences of working life for the individual, the organization and society.

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 impact of EI and its factors on QWL hence 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. Kaifi, Selaiman A. Noori (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 an 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 Guillén, Elizabeth Florent-Treacy (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 Bahadori (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, Dr. Anurag, Sahi, Anu, (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.

N.Muthukumar, A.Subburaj (2012)⁶ in their study on Quality of Work Life at HCL technologies Limited, Chennai. Primary data were collected with the help of the structured questionnaire from the existing employees of this concern from lower level employees of non voice & voice department. The sampling method adapted to this study is stratified sampling and the sample size of 200 is considered for the study. The tools for the analysis include Descriptive analysis, Cross tabulation, Chi-square test, weighted average analysis, one way ANOVA, correlation, factor analysis. The employees are highly qualified. Employee satisfaction does not depend on gender or experience. From the study it is inferred that most of the employees were satisfied with the quality of work life provided by the company. The commitment, the morale and the motivation of the employees and workers of both the skilled and unskilled are generally found very well. Legitimate welfare measures may perhaps add still better working conditions and best of performances of the company.

Minati Panda (2013)⁷ in the study followed a co-relational design of research. The study aimed at finding if there were differences between the technical and administrative officers of the organization as how they perceive QWL. The stratified random sample consisted of thirty technical officers and thirty administrative officers from each office. As such the total sample consisted of two groups and sixty subjects. QWL developed by Jain (1990) was used to measure quality of work life. The findings of the study reveal that there was no number of insignificant differences between technical officers and administrative officers in perceiving QWL. The results were interpreted in the light of current Indian Organizations.

Nandi Majumdar et.al (2012)⁸ The empirical study investigates the relationship between QWL and its effect on job performance. The determinants of QWL variables that have been examined under this study includes organizational culture, workplace relationships i.e. relationship with superiors and among colleagues, training and developmental facilities, reward systems, fringe benefits, job security, autonomy, variations in work schedules. Job Performance parameters include both the financial and non financial dimensions such as current ratio, return on capital employed (ROCE), return on net worth/equity (ROE), net profit margin ratio and return on assets (ROA) whereas non financial indicator signifies individual performance standard. Based on empirical analysis from the responses of employees, working in public and private telecom sector companies in India, the study aims to identify how QWL leads to improve individual performance as well as the performance of the organization.

Prasaath. G.N (2015)⁹ in his study about a survey on QWL of employees in Sakthi sugars Ltd found out the over the overall satisfactory level of employee. The design used in the project is descriptive type and sampling techniques used in the study are sample survey and data collection method used in the project used in the study is primary data to questionnaire. The analytical tool used in the survey is percentage analysis, Chisquare, Correlation, Weighted average.

Nayak, Joshi . G (2015)¹⁰ in their study highlights QWL for IT professionals engaged in software services and development in small and medium enterprises in India by selecting 3 cities which are known for small and medium enterprises (SME's) in IT sector. The study was carried out by giving a questionnaire to 32 IT professionals in the cities of Bangalore, Goa and Pune. The researcher has used representative random sampling method as this was found appropriate to retain its representatives and make the study manageable. Regular assessment of Quality of Work Life (QWL) can potentially provide organizations with important information about the welfare of their employees such as job satisfaction, work-family balance, job security and job stress. The global recession has led to the decline in the margins of the Indian IT industry as a result of which salaries of IT professionals have reduced and feelings of insecurity are increasing. The study highlights the fact that SME's particularly are at a disadvantage as they are unable to justify the best talents in the industry, owing to their limitations in infrastructure. Information Technology professionals are highly educated with high career aspirations and have a growing consciousness of their rights. Hence it is only imperative that organizations that employ them must be concerned about their quality of work life.

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 favourable 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)¹¹.

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. The reasons for leaving jobs are lack of opportunities for career development, lack of flexibility and freedom, lower compensation, discrimination in rewards and benefits, conflict between management and employees, forceful downsizing of workforce due to inconsistent economic conditions. All these factors are essentially related with QWL as it deals with both the intrinsic and extrinsic aspects of job.

Productivity of employees in the service sector more than any other depends on the balance and hence on "quality" in the work life. It reflects spontaneously on mental and physical wellbeing and duly gets transferred as quality in the service towards customers in general. The importance of work life gains more significant in the lives of the people. QWL provides healthier, satisfied and productive employees which provide efficient and profitable organization. Hence people with knowledge, administrative efficiency, good human relations and stable temperament, patience and friendliness are considered. 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 QWL and EI of women employees because they play a major role in multitasking. This research will assist management and employee in understanding the Quality Work Life and also help them in designing to improve the working environment. It will also help women employees and develop effective coping strategies.

OBJECTIVES OF THE STUDY

Based on the subsequent needs that were identified, the following objectives were formed:

1. To assess emotional intelligence and the factors influencing emotional intelligence of the respondents.
2. To study quality work life and the factors influencing quality work life of the respondents.
3. To identify and analyze the impact of emotional intelligence on quality work life of women employees.

HYPOTHESES

NULL HYPOTHESES

H₀: There is no significant relationship between the factors of EI and QWL.

ALTERNATIVE HYPOTHESES

H_a: There exist a significant relationship between the factors of EI and QWL.

RESEARCH METHODOLOGY

SAMPLING DESIGN

The geographical area of Coimbatore, ITES companies were chosen as the universe. The main reason for choosing the above region was, Coimbatore city have been a growing hub for many IT Companies. Convenience sampling was used to select participants. Convenience sampling allows the researcher to draw a sample from the larger population, which is readily available, and convenient (Bartlett, Kotlik, & Higgins, 2001). Participants were the ITES professionals working in Coimbatore city. The questionnaire was sent to 250 subordinates; 150 respondents completed the survey, yielding a response rate of approximately 60 percent.

RELIABILITY TEST

The data collected from the pilot study was subjected to reliability test using Cronbach Alpha. The alpha values for the items of EI and QWL are in the Table shown. From the table I, it has been found that the reliability coefficients for EI and QWL are more than 0.60, which is an acceptable value (Malhotra, 2004). So, the items constituting each variable under study have reasonable internal consistency.

TABLE 1: RELIABILITY STATISTICS

Cronbach's Alpha	No. of Items
.724	30

DATA ANALYSIS AND INTERPRETATION**DEMOGRAPHIC ANALYSIS****TABLE 2: AGE OF THE RESPONDENTS**

S. No.	Age (in years)	Frequency	Percent
1	18-25	61	40
2	26 – 35	64	43
3	36& above	25	17
	Total	150	100

From the above table shows that out of the total respondent taken for the study, 40% of them belong to the age group of 18- 25 years, 43% of them belong to the age group of 26 to 35 years and 17% of them belong to the age group of 36 years and above.

TABLE 3: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S. No.	Education Qualification	Frequency	Percent
1	Engineering	54	36
2	PG	25	17
3	UG	71	47
	Total	150	100

The above table illustrates that out of the total respondent taken for the study, 36% of them are Engineers, 17% have post-graduation qualification, and 47 % are under graduates working in ITES companies in Coimbatore.

TABLE 4: DESIGNATION OF THE RESPONDENTS

S. No.	Designation	Frequency	Percent
1	Upper Level	36	24
2	Middle Level	55	37
3	Lower Level	59	39
	Total	150	100

From the above table shows that out of the total respondent taken for the study, 24% of them belonged to Upper Level, 37% belonged to Middle Level and 39% of them belonged to Lower Level.

TABLE 5: EXPERIENCE OF THE RESPONDENTS

S. No.	Experience (In years)	Frequency	Percent
1	Less than 2	87	58
2	2-10	44	29
3	More than 10	19	13
	Total	150	100

From the above table shows that out of the total respondent taken for the study, 58% of them belong to the experience of 2 – 10 years, 29% of them has less than 2 years of experience and 13% of them has more than 10 years of experience.

DESCRIPTIVE STATISTICS**TABLE 6: DESCRIPTIVE STATISTICS**

Variables	Mean	Std. Deviation
Self Awareness (V ₁)	3.84	1.184
Self Awareness (V ₂)	3.66	0.869
Self Awareness (V ₃)	3.58	1.126
Self Awareness (V ₄)	3.85	0.918
Self Awareness (V ₅)	3.79	1.107
Self Management (V ₁)	3.87	0.915
Self Management (V ₂)	3.68	1.047
Self Management (V ₃)	3.73	1.148
Self Management (V ₄)	4.08	0.976
Self Management (V ₅)	3.34	1.256
Social Awareness (V ₁)	2.41	1.266
Social Awareness (V ₂)	3.47	1.179
Social Awareness (V ₃)	3.14	1.298
Social Awareness (V ₄)	2.98	1.319
Social Awareness (V ₅)	2.90	1.319
Relationship Management (V ₁)	3.03	1.283
Relationship Management (V ₂)	2.93	1.319
Relationship Management (V ₃)	2.82	1.207
Relationship Management (V ₄)	3.07	1.341
Relationship Management (V ₅)	2.85	1.158
QWL (V ₁)	3.29	1.382
QWL (V ₂)	2.65	1.340
QWL (V ₃)	2.53	1.256
QWL (V ₄)	3.42	1.258
QWL (V ₅)	3.01	1.259
QWL (V ₆)	3.03	1.361
QWL (V ₇)	3.36	1.272
QWL (V ₈)	3.34	1.264
QWL (V ₉)	3.28	1.342
QWL (V ₁₀)	3.68	1.294

The table VI shows the mean and standard deviation of the responses of the various variables included in the study. The mean and standard deviation is calculated in order to measure the central tendency.

CORRELATION ANALYSIS

TABLE 7: CORRELATION BETWEEN EI AND QWL

	EI	QWL
EI	1	
QWL	0.39**	1

N=150; **Significant at 1% level.

Correlation Analysis in the table above shows that EI and QWL were significantly positively related, thereby supporting the hypotheses.

FINDINGS

- Majority of the respondents belong to the age group of 18- 25 years.
- 47% of the respondents are under graduates working in ITeS companies.
- The designation of respondents highlights that 39% of them belonged to lower level management.
- 58% of them belong to the experience of 2 – 10 years.
- It is found that EI and QWL were significantly positively related, thereby supporting the hypotheses.

CONCLUSION

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 and quality work life are positively related and 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 on quality work life exclusively for women employees thereby benefitting the individual and the organization.

REFERENCES

1. Belal A. Kaifi, Selaiman A. Noori (2010), *Study on Middle Managers, Gender, and Emotional Intelligence Levels*, Journal of Business Studies Quarterly, 2010, Vol. 1, No. 3, pp. 13-23.
2. Guillen, Laura and Florent-Treacy, Elizabeth (2011), *Emotional Intelligence and Leadership Effectiveness: The Mediating Influence of Collaborative Behaviors*. INSEAD Working Paper No. 2011/23/IGLC.
3. Mohammadkarim Bahadori (2012), *Effect of Emotional Intelligence on Entrepreneurial Behavior in Organizations*. Asian Journal of Business Management 4(1): pp 81-85
4. Pahuja, Dr. Anurag, Sahi, Anu, (2012), *Emotional Intelligence (EI) among Bank Employees: An Empirical Study*, Afro Asian Journal of Social Sciences, 3(2), pp: 1-22, ISSN 2229-5313.
5. Deshmukh, N.H, Sarvalakha, S.P, (2010) *Self Concept, Emotional Intelligent and Adjustment of Adults*, Indian Journal of Psychometry and Education, 41(2), pp 181-185.
6. N.Muthukumar1,A.Subburaj,(2012), *Quality of Work Life at HCL technologies limited, Chennai.*, International Journal Of Management Research and Review, 2(9), pp 1520-1534
7. Minati Panda (2013), *Study between the technical and administrative officers of the organization on QWL*. Social Science International, 29 (2), pp 179-192
8. Malini Nandi Majumdar, Debosmita Dawn, Avijan Dutta (2012), *Relationship between QWL and its effect on job performance*, International Journal of Arts & Science, 5(6): pp 655–685, ISSN: 1944-6934
9. G.N Prasaath, (2015), *A survey on QWL of employees in Sakthi sugars*, International Journal of Management Research & Review, 5(2), pp 101-107
10. Nayak, Joshi. G (2015), *Quality of Work Life Among It Professionals in Sme's In Select Cities Of India*, International Journal of Management Research & Review, 5(2), pp 121-129.
11. Seema Bhatt, Prashanth Verma (2008), "A study on the general role stress among IT/ITES professional in India", *Asia- Pacific Business Review*, Vol.4 (1), pp 105-114.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

