# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT



A Monthly Double-Blind Peer Reviewed Refereed 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.

as well as in

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1500 Cities in 141 countries/territories are visiting our journal on regular basis.

# **CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE POTENTIAL EFFECTS OF MANDATORY AUDIT FIRM ROTATION: EVIDENCE FROM NIGERIA  DR. FAMOUS I.O. IZEDONMI & KILLIAN O. OGIEDU	1
2.	UNDERSTANDING THE DYNAMICS OF WORK - FAMILY INTERFACE THROUGH THE BOUNDARY THEORY: A REVIEW OF EMPIRICAL RESEARCH RUKSANA BANU, DR. DURRISHAH BTE IDRUS & DR. VIJAYA KUMAR GUDEP	13
3.	BUSINESS STRATEGIES OF BANKS: IT'S IMPACT ON CONSUMERS  DR. KAUP MOHAMED	18
4.	A STUDY ON READER'S PERFERENCE OF THE GULF NEWS AND THE KHALEEJA NEWS PAPERS IN THE UAE  DR. K. DURGA PRASAD & BANDA RAJANI	22
5.	LOCAL GOVERNMENT AUDIT IN NIGERIA: EFFECTIVENESS AND AUTONOMY  DR. FAMOUS I.O. IZEDONMI & KILLIAN O. OGIEDU	28
6.	RETAILING AND CONSUMER BEHAVIOUR LINKAGES TO BRANDING OF WOMEN APPAREL SAIJU M JOHN & DR. K. MARAN	38
7.	DEVELOPING A KNOWLEDGE MANAGEMENT STRATEGY TO REDUCE COST OF QUALITY FOR AUTOMOBILE INDUSTRY S.N. TELI, DR. V. S. MAJALI, DR. U. M. BHUSHI & SANJAY PATIL	45
8.	PROFITABILITY AND CONSISTENCY ANALYSIS OF INFORMATION TECHNOLOGY SECTOR  DR. K. S. VATALIYA, RAJESH A. JADAV & MALHAR.G.TRIVEDI	49
9.	IDENTIFICATION OF TECHNOLOGICAL NEEDS AND PROBLEMS OF POULTRY FARMERS FOR FORMULATION OF RESEARCH AND EXTENSION PROGRAMMES IN ANIMAL HUSBANDRY  DR. P. MATHIALAGAN	54
10.	MARK MODEL FOR IMPROVING THE PERFORMANCE OF TEMPORARY EMPLOYEES IN AUTOMOBILE INDUSTRY  DR. MU. SUBRAHMANIAN & ANJANI NAGARAN	58
11.	EXPLORING THE FACTORS FOR CHANNEL SATISFACTION AMONG EMPLOYEES IN INDIAN RETAIL  AJMER SINGH, R. K. GUPTA & SATISH KAPOOR	63
12.	EXECUTIVES' PERCEPTION ABOUT PROJECT MANAGEMENT PRACTICES IN BEML BANGALORE  L. MYNAVATHI & DR. P. NATARAJAN	69
13.	PERCEPTION, EXPECTATIONS AND EXPERIENCE OF PASSENGERS: AN ANALYTICAL STUDY OF USERS OF VAYU VAJRA BUS SERVICES IN BANGALORE BY USING ACSI MODEL  DR. S. JOHN MANOHAR & SUSHEELA DEVI B. DEVARU.	75
14.	MOMENTUM COEFFICIENT (Me) – AN EFFECTIVE TECHNICAL TOOL FOR PROJECTING TIME & PRICE TARGET CORRELATION IN THE PROGRESSION OF TRADABLE FINANCIAL SECURITIES  DR. PRAVIN MOKASHI	82
<b>15</b> .	STUDY OF BRAND RECALL OF CONSUMER DURABLES AMONG CONSUMERS IN PUNJAB BHAVNA PRASHAR & ANUPAMA SHARMA	84
16.	TIME DEPENDENT ERROR DETECTION RATE: SOFTWARE RELIABILITY GROWTH MODELS V/S STATISTICAL TECHNIQUES  SANJEEV KUMAR & SACHIN GUPTA	89
17.	EMERGING ISSUES OF DEVELOPING MARKETING TACTICS THROUGH INTERNET: EVIDENCE FROM CAPGEMINI MADHUPARNA DAS & NILANJAN RAY	94
18.	"SATYAMEV JAYATE" AAMIR KHAN'S TALK SHOW: AN AVANT-GARDE MARKETING CASE GUNJN SINGH	100
19.	EFFECTIVENESS OF KISAN CREDIT CARD SCHEME IN KARNATAK STATE  DR. RAMESH. O. OLEKAR	104
20.	IMPACT OF FOREIGN EDUCATION PROVIDERS IN INDIA DR. HANNAH FREDERICK	110
21.	EMOTIONAL INTELLIGENCE AND STRESSORS AMONG WORKING COUPLES H. L. NAGARAJA MURTHY	115
22.	SOCIO-ECONOMIC CONDITIONS OF WOMEN WORKERS IN SOME SELECTED BRICK KILNS IN WEST BENGAL: AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO NADIA DISTRICT  SWAPAN KUMAR ROY	121
23.	TATA INDICA: NEW PRODUCT LAUNCH-OPERATIONAL ISSUES-MARKETING STRATEGIES SHIKHA SINGH, MANMEET KOCHHAR & NILOSHA SHARMA	129
24.	STUDY OF INVESTOR'S BEHAVIOR TOWARDS INVESTMENT IN FINANCIAL SECURITIES  RICHA TULI & ABHIJEET KHATRI	137
25.	SOCIO ECONOMIC DETERMINANTS OF WOMEN EMPOWERMENT THROUGH MICRO FINANCE WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT  M. MUTHUMANI & K. GUNASUNDARI	142
26.	LEVEL OF AWARENESS ABOUT MUTUAL FUNDS AMONG MANAGEMENT ACADEMICIANS IN RAJASTHAN- AN EMPIRICAL STUDY	148
27.	DR. DHIRAJ JAIN & SAHARSH MEHRA  LEADERSHIP & MANAGEMENT STYLES WORKING HANDS ON WITH ORGANISATIONAL CULTURE  RISWA JIT DATTA JOSHI	156
28.	A CRITICAL – ANALYTICAL STUDY OF THE BUSINESS STUDIES TEXT BOOK PRESCRIBED AT THE HIGHER SECONDARY CLASS OF KERALA STATE	162
29.	MUJEEB RAHIMAN KATTALI  THE IMPACT OF WORKING RELATIONSHIPS AND DELIVERY OF EVP IN THE EMPLOYEE TURNOVER PROCESS  I. B. K. KRISHNAN & SUDHIR WARIER	167
30.	L. R. K. KRISHNAN & SUDHIR WARIER  OPPORTUNITIES OF INDIAN TOURISM INDUSTRY (WITH SPECIAL REFERENCE OF MEDICAL TOURISM)	175
	REQUEST FOR FEEDBACK	184

# CHIEF PATRON

### PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

### SH. RAM BHAJAN AGGARWAL

Ex. State Minister for Home & Tourism, Government of Haryana Vice-President, Dadri Education Society, Charkhi Dadri President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

# CO-ORDINATOR

### **AMITA**

Faculty, Government M. S., Mohali

# ADVISORS

### DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

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, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

# 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, Delh

**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 **MOHITA** 

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

# ASSOCIATE EDITORS

### PROF. NAWAB ALI KHAN

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

### **PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

### **PROF. A. SURYANARAYANA**

Department of Business Management, Osmania University, Hyderabad

### DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

### **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.

# TECHNICAL ADVISOR

Faculty, Government H. S., Mohali

### **MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

# FINANCIAL ADVISORS

### **DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

### **NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

# LEGAL ADVISORS

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

### **CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

## SUPERINTENDENT

3.

# **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; 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; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor 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; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript anytime in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

# **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

		DATED:						
	IE EDITOR CCM							
Sul	bject: SUBMISSION OF MANUSCRIPT IN THE AREA OF							
( <u>e</u>	z. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)							
DE	AR SIR/MADAM							
Ple	ease find my submission of manuscript entitled '	for possible publication in your journals.						
	ereby affirm that the contents of this manuscript are original. Furthermore, it has der review for publication elsewhere.	neither been published elsewhere in any language fully or partly, nor is it						
I af	ffirm that all the author (s) have seen and agreed to the submitted version of the ma	anuscript and their inclusion of name (s) as co-author (s).						
	so, if my/our manuscript is accepted, I/We agree to comply with the formalities ntribution in any of your journals.	as given on the website of the journal & you are free to publish our						
NA	AME OF CORRESPONDING AUTHOR:							
	signation: filiation with full address, contact numbers & Pin Code:							
		The second secon						
Res	sidential address with Pin Code:  obile Number (s):	The same of the sa						
Re:	sidential address with Pin Code:	Yan						
Res Mo Lar E-r	sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address:	Y73						
Res Mo Lar E-r	sidential address with Pin Code: obile Number (s): ndline Number (s):	773						
Res Mo Lar E-n Alt	sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address:	77						
Res Mo Lar E-n Alt	sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ternate E-mail Address:	n is liable to be rejected without any consideration), which will start from						
Res Mo Lar E-r Alt	sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ternate E-mail Address:  The whole manuscript is required to be in <i>ONE MS WORD FILE</i> only (pdf. versio the covering letter, inside the manuscript.  The sender is required to mention the following in the SUBJECT COLUMN of the	mail:						
Res Mo Lar E-r Alt <b>NC</b> a)	sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ternate E-mail Address:  The whole manuscript is required to be in <i>ONE MS WORD FILE</i> only (pdf. versio the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN of the New Manuscript for Review in the area of (Finance/Marketing/HRM/General M	mail:						
Res Mo Lar E-r Alt NC a)	sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ternate E-mail Address:  The whole manuscript is required to be in <i>ONE MS WORD FILE</i> only (pdf. versio the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN of the New Manuscript for Review in the area of (Finance/Marketing/HRM/General M Engineering/Mathematics/other, please specify)	mail: lanagement/Economics/Psychology/Law/Computer/IT/						
Res Mo Lar E-r Alt NC a) b)	sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ternate E-mail Address:  The whole manuscript is required to be in <i>ONE MS WORD FILE</i> only (pdf. versio the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN of the New Manuscript for Review in the area of (Finance/Marketing/HRM/General M Engineering/Mathematics/other, please specify) There is no need to give any text in the body of mail, except the cases where the	mail: lanagement/Economics/Psychology/Law/Computer/IT/ author wishes to give any specific message w.r.t. to the manuscript.						
Res Mo Lar E-r Alt NC a) b)	sidential address with Pin Code: obile Number (s): indline Number (s): mail Address: ternate E-mail Address:  The whole manuscript is required to be in <i>ONE MS WORD FILE</i> only (pdf. versio the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN of the New Manuscript for Review in the area of (Finance/Marketing/HRM/General M Engineering/Mathematics/other, please specify) There is no need to give any text in the body of mail, except the cases where the The total size of the file containing the manuscript is required to be below 500 K	mail: lanagement/Economics/Psychology/Law/Computer/IT/ author wishes to give any specific message w.r.t. to the manuscript.  B.						
Res Mo Lar E-r Alt NC a) b)	sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ternate E-mail Address:  The whole manuscript is required to be in <i>ONE MS WORD FILE</i> only (pdf. versio the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN of the New Manuscript for Review in the area of (Finance/Marketing/HRM/General M Engineering/Mathematics/other, please specify) There is no need to give any text in the body of mail, except the cases where the	mail: lanagement/Economics/Psychology/Law/Computer/IT/ author wishes to give any specific message w.r.t. to the manuscript.  B.  ubmit the complete manuscript in the first instance.						

AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email

ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods,

MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

address should be in italic & 11-point Calibri Font. It must be centered underneath the title.

results & conclusion in a single para. Abbreviations must be mentioned in full.

- 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 5. commas and full stops at the end.
- MANUSCRIPT: Manuscript must be in BRITISH ENGLISH prepared on a standard A4 size PORTRAIT SETTING PAPER. It must be prepared on a single space and 6. single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- HEADINGS: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each 7.
- SUB-HEADINGS: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. 8.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

**REVIEW OF LITERATURE** 

NEED/IMPORTANCE OF THE STUD

STATEMENT OF THE PROBLEM

**OBJECTIVES** 

**HYPOTHESES** 

RESEARCH METHODOLOGY

**RESULTS & DISCUSSION** 

**RECOMMENDATIONS/SUGGESTIONS** 

SCOPE FOR FURTHER RESEARCH

REFERENCES

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. 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.
- EQUATIONS: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right. 11
- 12. 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. 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 parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

### 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.

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.

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, 19-22 June.

### UNPUBLISHED DISSERTATIONS AND THESES

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 Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

### **EMOTIONAL INTELLIGENCE AND STRESSORS AMONG WORKING COUPLES**

# H. L. NAGARAJA MURTHY ASST. PROFESSOR BHARATI VIDYAPEETH UNIVERSITY INSTITUTE OF MANAGEMENT & RESEARCH NEW DELHI

### **ABSTRACT**

This was an ex-post-facto study to analyze emotional intelligence and stress among working couples conducted on a sample of 280 working couples of Delhi city (both New Delhi and Old Delhi). The age of the respondent ranged between 24 and 69 years. The couples (respondents) were selected based on the criteria that both of them should be working for at least 5 years, either of the couples should be a primary school teachers, executives in financial consultancy firms, Customers Relation Executives of call centres, CAs, Property Dealers, Advertising Agency Executives, Computer hardware technicians, Sales staff, marketing staff who had been married for at least 5 years and having at least one child. In the Indian context transition of gender inequality and gender roles deviate from traditional form to modern gender role expectations that have been observed to constitute cultural disparity that affect the work-family culture interface. The growing number of educated women employees in India in the urban, organized, industrial sector in technical, professional, and managerial positions has been accompanied by a steady growth in dual earner families. And gender role expectations and gender-based socialization have led men to identify themselves with the family role. The participation of women in paid employment has therefore been hailed as a harbinger of changes in gender relations within the family, reflected in the term 'new families'.

### **KEYWORDS**

Emotional intelligence, stress, working couples.

### **INTRODUCTION**

his was an ex-post-facto study to analyze emotional intelligence and stress among working couples conducted on a sample of 280 working couples of Delhi city (both New Delhi and Old Delhi). The age of the respondent ranged between 24 and 69 years. The couples (respondents) were selected based on the criteria that both of them should be working for at least 5 years, either of the couples should be a primary school teachers, executives in financial consultancy firms, Customers Relation Executives of call centres, CAs, Property Dealers, Advertising Agency Executives, Computer hardware technicians, Sales staff, marketing staff who had been married for at least 5 years and having at least one child.

In the Indian context transition of gender inequality and gender roles deviate from traditional form to modern gender role expectations that have been observed to constitute cultural disparity that affect the work-family culture interface. The growing number of educated women employees in India in the urban, organized, industrial sector in technical, professional, and managerial positions has been accompanied by a steady growth in dual earner families. And gender role expectations and gender-based socialization have led men to identify themselves with the family role. The participation of women in paid employment has therefore been hailed as a harbinger of changes in gender relations within the family, reflected in the term 'new families'.

**Emotional intelligence** is the ability to accurately identify and understand one's own emotional reactions and those of others. It also includes the ability to regulate one's emotions and to use them to make good decisions and act effectively. El provides many competencies that are critical for effective performance in the workplace. To effectively influence others we also need to be able to manage our own emotions

Stress has now become an area of concern for all types of occupations. There is little doubt, however, that some professions have fared worse than others. The transactional perspective of stress (Lazarus and Folkman, 1984) emphasizes the role of 'cognitive appraisal' and 'coping responses'. A stressful transaction begins with primary cognitive appraisal, which a situation requires as an effective response to avoid or reduce physical or psychological threat or harm, and a secondary appraisal.

Human services, sometimes called "direct person-related jobs", include such occupations as counselors, social workers, nurses, and teachers. In those jobs, the primary task is to modify the clients/patients physically or psychologically. In human services, knowledge, skills, motivation of employees, working conditions, expectations and behavior of the customer create the service delivery process. The performance of human service occupations is inherent to strain and emotions, which may lead to sense of stress.

Why is human service work so stressful?

Basically, stress results from the customers' behavior (sometimes demanding and aggressive) and complaints. Stress may also result from poor work conditions, particularly lack of control (autonomy), poor social relations and lack of social support lack of rewards, work overload (particularly too many administrative tasks), or routinization. Human service work is evidently linked with experienced emotions. One aspect of this emotion at work, which is related to stress, is the requirement to express positive (and sometimes negative) emotions towards customers.

However, it is argued that this is not per se stressful. Emotional dissonance, which applies to the frequency of having displayed emotions (usually positive) that are not in line with those genuinely felt (neutral or negative), is rather conceived as stressful (e.g., smiling at a difficult customer may create emotional dissonance). Frequent experience of emotional dissonance leads to a loss of the capability to regulate one's own emotions, which means the loss of a particular internal resource.

In turn, ability to recognize people's emotions and to regulate one's own emotions seems to be very important in human service work. This ability, defined as emotional intelligence (EI) construct, has been introduced by Salovey and Mayer. It refers to one's ability to be aware of one's own feelings, to be aware of other feelings, to differentiate among them, and to use the information to guide one's own thinking and behavior. A temporary definition of emotional intelligence according to these authors indicates that it is "...an ability to recognize the meanings of emotions and the relationships, and to reason and problem- solve on the basis of them. Emotional intelligence is involved in the capacity to perceive emotions, assimilate emotion-related feelings, understand the information of those emotions and manage them" [9].

Emotional intelligence has become of widespread interest to psychological research in recent years. It has been claimed that emotional intelligence is one of the important factors that determine success in life and psychological well-being [10,11]. Nowicki and Duke [12] provide evidence for a direct link between emotional intelligence and academic achievement. Svyantek and Rahim [13] indicate that EI may be an important adaptive mechanism for helping individuals to interact with their environment, including work environment. Goleman [14] reports that EI is twice as important as technical skills and more important than IQ for success in jobs at all levels. Weisinger [15] suggests that EI is related to success at work and plays a significant role in a certain aspects of effective team leadership and team performance.

It should be, however, stressed that studies exploring the relationship between EI and experienced job stress and its outcomes are rather scanty. In one of them, Slaski and Cartwright [16] found that managers high in emotional intelligence revealed less subjective stress and had better physical and psychological well-being. Similarly, Gardner and Stough [17] revealed negative relationship between EI and occupational stress. In another study, Bar-On et al. [18] indicated that police officers scored significantly higher on emotional intelligence were less vulnerable to experienced stress and better coped with it. In turn, Reilly [19] in a study of hospital nurses identified negative correlation between EI and burnout syndrome. Similarly, Duran and Extremer [20], in their study including professionals employed in institutions for people with intellectual disabilities, revealed a significant relationship between emotional intelligence and burnout

syndrome, and personal accomplishment in particular. The data clearly indicated that EI expressed in the ability to recognize, express, and control emotions may have impact on the perceived job stress and the consequences of experienced stress. The purpose of the study was to explore the relationship between emotional intelligence and perceived stress in the workplace and health-related consequences in human service workers.

According to its contemporary meaning, occupational stress is a complex, dynamic process in which various factors (stressors) and modifying variables are interrelated [4,21–23]. Whether a stressor produces an enduring health outcome or not depends on the extent to which the person perceives the condition as stressful and responses to it. His or her perception and response are affected by a number of modifying variables, mainly by personal resources.

These resources seem to become very important factors that determine the experience of occupational stress and its related effects. It is expected that subjects with high level of emotional intelligence (one of the personal resources) will perceive their work environment as less stressful and they will experience. less negative health consequences. The buffering role of emotional intelligence was also investigating in this study. One can assume that a high level of emotional intelligence may reduce adverse health outcomes even in highly stressful conditions.

### **PRESENT STUDY**

<u>AIM:</u> In this study an analysis of emotional intelligence and stressors and their relationship is undertaken. The results of the present study are discussed and interpreted under the following sub-headings:

Demographic characteristics of the couples

Relationship of demographic characteristics with emotional intelligence and stress of the couples

Status of emotional intelligence among the couples

Relationship between the couples on the components of emotional intelligence

Status of stress among the couples

Relationship between the couples on stressors

Relationship between emotional intelligence and stress

This study was aimed to identify the level of stress and emotional intelligence and their relationship among working couples. This study was an ex-post facto analysis of stress and emotional intelligence.

A sample of 330 participants (42.4% of men and 57.6% of women), representing HR professionals: Physicians (n = 70), Nurses (n = 70), Teachers (n = 60), Probation officers in Women & Child Welfare Department- (n = 60) and Executives (n = 70), was eligible for the study. The mean age in the group was 38.4 years (SD = 8.45), and work experience was 83 years (SD = 6.13). There were 68.8% of employees with high education; 16.1% were single, 74.2% were married, and 9.7% were divorced or widowed.

The data were collected in the participants' workplaces (school, hospital, office). The participants, who were informed about confidentiality issues, administered a self report pack, which incorporated the measure of emotional intelligence, perceived job stress, and general health status. The following methods were used in the study:

The Emotional Intelligence Questionnaire – (EI) Goleman (1997) defined EI as knowing what you are feeling and being able to handle those feelings without them swamping you; being able to motivate yourself to get jobs done, to be creative and to perform at your peak; sensing what others are feeling and handling relationships effectively.

This questionnaire consists of 30 items with the range of responses from 1 ("I don't agree at all") to 5 ("I completely agree") and scores from 33 to 165. The higher the score the higher the emotional intelligence. The psychometric characteristics of the questionnaire is satisfactory. Cronbach's alpha was 0.83–0.87; test-retest was 0.88 for men and 0.81 for women. Emotional intelligence correlates negatively with anxiety, alexythymia and neuroticism, but positively with extraversion, openness to experience, and need for social desirability.

### **VARIABLES AND THEIR MEASUREMENT**

The details of independent and dependent variables selected for the study are given below:

For the present study, emotional intelligence and demographic characteristics were selected as independent variables and stress as dependent variable.

### Independent variables

Emotional Intelligence:
a) Emotional intelligence (EI) Goleman (1997) defined EI as knowing what you are feeling and being able to handle those feelings without them swamping you; being able to motivate yourself to get jobs done, to be creative and to perform at your peak; sensing what others are feeling and handling relationships effectively. Dulewicz and Higgs (2001) have given seven components of emotional intelligence viz., self awareness, emotional resilience, motivation, interpersonal sensitivity, influence, intuitiveness and conscientiousness.

b) Demographic variables:

Age: The chronological age of the respondents in completed years at the time of investigation is referred to as 'age'. There were three categories of age: 18-40 Early adulthood, 41-60 Middle-ages and 60 Old age

Gender: It is a scheme of classification of the individuals based on biological differences as males and females.

Education: Years of education was counted for the respondent's educational level.

Type of family: Type of family was classified into two types depending on the structure

Nuclear family: It consists of husband, wife and their children.

<u>Joint family</u>: It consists of more than the primary family, that includes grand parents, uncles, aunts, cousins etc.

Religion: Religion refers to religions community in which the respondent is born. The respondents were classified into five religions they are Hindu, Muslim, Christian, Scheduled Caste and Scheduled Tribe.

<u>Medium of instruction:</u> It refers to the mode of language in which the formal education of the respondent was carried out. It was grouped into six categories such as Hindi and English.

Schooling: It refers to the place/locale where the respondent's formal education was carried out.

Two groups were made: Rural and Urban

Dependent variable

### Stress

Akinboye et al. (2002) defined stress as an unavoidable characteristic of life and work. Occupational stress describes physical, mental and emotional wear and tear brought about by incongruence between the requirement of job and the capabilities, resources and needs of the employee to cope with job demands. The stressors were categorized into six components which caused stress in the following aspects: self stressors, child stressors, spousal stressors, financial stressors, job stressors and health stressors.

The tools and instruments used to carry out the present research are enumerated below:

Personal information schedule

Stress scale (Bhagwatwar, 2000)

Emotional intelligence questionnaire (Dulewicz and Higgs, 2001)

Description of the tools

### Personal information schedule

The personal information schedule consists of items to collect information of the respondents regarding age, gender, education, years of qualification, their occupation, no. of working hours, type of family, domicile, no. of children, type of housing, facilities available in the house, and the type of institution they work.

Stress Scale

The scale developed by Bhagwatwar (2000) was adopted in this study to measure the level of stress. It consists of 80 items and is a 7 point scale.

Levels Score

No stress at all (NS) 1

Little stress (LS) 2

Some stress (SS) 3

Moderately tolerable stress (MTS) 4

Substantial stress (SES) 5

High stress (HS) 6

Tremendously high stress (THS) 7

### **TABLE 1: MEANS AND STANDARD DEVIATIONS OF EXAMINED VARIABLES**

Variables	MEAN	TD. DEVIATION
Emotional intelligence	123.58	15.15
Perceived stress at work (general)	114.57	25.84
Work overload	20.68	6.82
Lack of rewards	18.15	6.49
Uncertainty in workplace	15.38	4.44
Social relations	10.42	2.58
Threat	10.67	3.85
Physical burdens	6.97	3.18
Unpleasant work conditions	5.10	2.83
Lack of control	7.75	2.26
Lack of support	5.08	1.98
Responsibility	8.26	2.97
General health status	23.08	11.16
Somatic complaints	6.99	4.05
Anxiety/insomnia	6.81	4.31
Functioning disorders	7.19	2.66
Depression symptoms	2.11	1.91

The examined workers experienced high level of stress (according to normative data). The highest EI level was observed in teachers (M = 130.58; SD = 29.67), and the lowest in managers (M = 99.23; SD = 19.84). The differences were statistically significant, p < 0.001. Work overload and lack of reward and social relations were found to be the most stressful factors experienced by human service workers.

The examined workers showed an average state of health (according to normative data) and the worst health condition was observed in probation officers (M = 25.52; SD = 12.94) and the best in teachers (M = 17.18: SD = 9.93). There were statistically significant differences between the level of health status in probation officers and the remaining groups of human service workers (p < 0.01).

Gender differences in all examined variables were also analyzed. The obtained data indicated a higher EI level in women than in men. They did not differ in the level of stress generally perceived at work (however, women showed a higher level of work overload, lack of rewards, uncertainty in the workplace, but a lower level of threat). Moreover, women showed a worse health status, expressed by the high level of somatic complaints and anxiety/insomnia.

The next stage of the data analysis was to establish the relationship between emotional intelligence and perceived job stress and health status in the study group of human service workers. Pearson's correlation coefficients are presented in Table 3. The results indicated a significant negative relationship between emotional intelligence and perceived stress in the workplace.

The higher the level of emotional intelligence the lower the experienced stress. Taking particularly into account factors related to stress at work, one may observe that the higher the level of emotional intelligence the lower the sense of lack of control and lack of support. However, the obtained correlation coefficients were not strong, which indicates rather weak relationship between emotional intelligence and perceived job stress.

### GENDER DIFFERENCES IN EMOTIONAL INTELLIGENCE, PERCEIVED JOB STRESS, AND HEALTH STATUS IN THE STUDY GROUP OF HUMAN SERVICE WORKERS

Variables	Men		Women		t	Р		
	M	SD	M	SD				
Emotional Intelligence	121.41	15.95	125.18	14.37	-2.247	0.02		
Perceived Stress	112.24	25.73	116.20	25.86	-1.379	NS		
Work Overload	19.73	6.38	21.38	7.05	-2.192	0.02		
Lack of rewards	17.34	6.76	18.75	6.22	- 1.961	0.05		
Uncertainty –workplace	15.17	4.78	15.53	4.18	- 0.717	0.05		
Social relations	10.44	2.59	10.41	2.57	0.112	NS		
Threat	11.32	3.71	10.19	3.88	2.651	0.01		
Physical burdens	6.96	3.11	6.97	3.24	-0.047	NS		
Unpleasant work	5.20	2.69	5.03	2.93	0.550	NS		
Lack of control	7.56	2.40	7.88	2.13	-1.253	NS		
Lack of support	5.15	1.97	5.03	1.99	0.559	NS		
Responsibility	8.41	2.83	8.15	3.07	0.789	NS	-	
General health status	21.47	10.22	24.26	11.68	-2.259	0.02		
Somatic complaints	6.34	3.93	7.47	4.08	-2.641	0.01		
Anxiety/insomnia	6.07	3.76	7.35	4.60	-2.684	0.01		
Functioning disorders	6.96	2.50	7.37	2.76	-1.390	NS		
Depression symptoms	2.19	3.17	2.07	3.06	0.339	NS		
M– Mean SD–Standard Devia	ation t–t test	value P–le	vel of Signifi	cance NS-I	Not Significa	ant.		

### **DISCUSSION AND CONCLUSIONS**

The results of the study showed that human service workers experience high level of stress (the highest was observed in teachers). The level of stress experienced at work by this occupational group is higher than that experienced by firefighters (M = 107.4), prison officers (M = 104.5), bank workers (M = 90.5) or journalists (M = 98.6) (measured with the same method), and lower compared to actors (M = 130.2) and police officers (M = 122.7) [27]. Work overload, lack of rewards and social relations appeared to be the most stressful work-related factors.

The level of emotional intelligence of examined physicians, nurses, teachers, probation officers and managers was similar to the level observed in workers representing other human service professions, e.g., psychologists (M = 126.4) or clergies (M = 126.5) [11], but it was higher in workers of uniformed professions, e.g., firefighters (M = 119.23) or security guards (M = 115.28) (measured with the same method) [27]. In the study group, 110 (33.3%) workers showed low and 68 (20.6%) high level of emotional intelligence, whereas in the others, the average level of emotional intelligence was observed. The average state of health was found in all workers under study. The level of general health status was similar to that in other groups of employees, e.g., security guards (M = 23.16), bus drivers (M = 22.86), better than in prison officers (M = 15.02) and city guards (M = 15.70), and a little worse than in journalists (M = 24.77) [27] and police officers (M = 25.31) [26].

The employees reporting a higher EI level perceived a lower level of occupational stress and suffered less from negative health consequences. Emotional intelligence plays the buffering role (but rather weak) in preventing the workers from negative health outcomes, especially from depression symptoms. The present study identified the significance of EI in both perceiving job stress and preventing mental health disorders, and depression symptoms in particular.

Individuals with high level of emotional intelligence, pronounced by the ability to recognize and express emotions as well as to manage and control them, showed the ability to better cope with stress and suffer less from adverse health outcomes. It is consistent with the data reported by Pau et. al [28], indicating that individuals with high EI level were more likely to adopt reflection and appraisal, social, organizational and time-management skills. Low EI subjects were more likely to be engaged in health-damaging behaviors.

One can conclude that the ability to effectively deal with emotions and emotional information in the workplace assists employees in managing occupational stress and maintaining psychological well-being. This study also indicated that stress reduction and health protection could be achieved not only by decreasing work demands (stressors), but also by increasing the personal resources of employees, including emotion intelligence.

The increasing of EI skills (empathy, impulse control) necessary for successful job performance can help workers to deal more effectively with their feelings, and thus directly decrease the level of job stress and indirectly protect their health. The results of the study indicate the need to develop intervention programs aimed at increasing the EI level and better coping with stress.

Organizations that offer their employees a combination of EI and stress management training provide them with an opportunity to acquire the necessary skills to satisfy more effectively the requirements of their job. Moreover, the incorporation of the EI questionnaires into a battery of tests used in recruitment and selection procedures seems to be a promising tool in improving the predictive validity of the selection method. There are some limitations of the presented study.

The adopted cross-sectional research design does not allow for affirmative causal explanations. The study provides no information on the job stress process. Further research including more objective measures of experienced job stress and additional EI measures (e.g., observer's ratings) as well as investigating other consequences of stress in the workplace, especially burnout syndrome, is required.

Emotional intelligence questionnaire developed and standardized by Dulewicz and Higgs (2001). It consists of 84 statements with 7 subscales. Each subscale has 12 items. The score of each sub scale ranges from 12 to 84. Description of the sub scales is as follows:

<u>Self Awareness:</u> The awareness of one's own feeling and ability to recognize and manage these feelings in a way which one feels that one can control. This factor includes a degree of self belief in one's ability to manage one's emotions and to control their impact in a work environment.

Emotional resilience: The ability to perform consistently in a range of situations under pressure and to adopt behavior appropriately. The ability to balance the needs of situation and tasks with the needs and concerns of individuals involved. The ability to retain the focus on a course of action or need for results in the phase of personal challenge or criticism.

Motivation: It refers to the drive and energy to achieve clear results and make an impact and also to balance short and long term goals with an ability to perceive demanding goals in the phase of rejection or questioning.

Interpersonal sensitivity: It is the ability to be aware of and take account of the means and perception of others in arriving at decisions and proposing solutions to problems and challenges.

The ability to build from this awareness and achieve the commitment of others to decisions and action ideas. The willingness to keep open one's thought on possible solutions to problems and to actively listen to reflect on the reactions and inputs from others. Influence: It refers to the ability to persuade others to change a view point based on understanding of this position and recognition of the need to listen to this perspective and provide a rational for change.

Intuitiveness: It is the ability to arrive at clear decision and drive their implementation when present with incomplete or ambiguous information using both rational and emotional or intuitive perception of key issues and implications.

<u>Conscientiousness:</u> It is the ability to display clear commitment to a course of action in the phase of challenge and to 'match words with deeds' in encouraging others to support the chosen direction. The personal commitment to pursuing on ethical solution to a difficulty business issue or problem.

The major general inferences drawn from the study were as follows:

Background of the couples:

- 1) The age of the couples ranged between 24 years and 69 years, with mean age of males 45.01 years and mean age of females 40.10 years. Majority of the couples were in their Middle-age followed by early adulthood.
- 2) Majority of the couples were from Hindu religion.
- 3) Most of the couples had completed their schooling in urban areas.
- 4) Majority of the couples had Hindi as their medium of instruction.
- 5) Most of them were employed in non-aided institutions.
- 6) Most of them had completed 13-15 years of education.
- 7) Majority of the couples were in teaching profession.
- 8) Most of them were working for 7-8 hours per day.
- 9) Majority of the couples were vegetarians and were from nuclear families living in their own houses.

 $\label{lem:characteristics} \textbf{Relationship of demographic characteristics with emotional intelligence and stress}$ 

1) There was no significant relationship between medium of instruction, type of institute, years of education and stress.

Status of components of emotional intelligence among the working couples

1) Among the couples, about 11, 7 and 82 per cent had developed lower, average and higher emotional intelligence.

Relationship between emotional intelligence and stress of the couples

- 1) There was no significant relationship between self-awareness, motivation, influence, Conscientiousness, emotional intelligence and stress.
- 2) There was a significant and negative relationship between emotional resilience, Interpersonal sensitivity and stress.
- 3) There was a positive and significant relationship between intuitiveness and stress.

Status of components of stress among the working couples

- 1) The first-order stressor among the self stressors was due to peers which contributed to stress always among 8.1 per cent of the couples.
- 2) The first-order stressor among the stressors related to children was bad habits of the children which contributed to stress always among 6.8 per cent of the couples.
- 3) The first-order stressor among the spousal stressors which contributed to stress always among 14.8 per cent of the couples was "my spouse had started drinking alcohol".
- 4) The first-order stressor among the financial stressors which contributed to stress always among 10.3 per cent of the couples was having a deficit in the financial matters.
- 5) The first-order stressor among the job stressors which contributed to stress always among 8.7 per cent of the couples was encouragement of unhealthy competition at work.

6) The first-order stressor among the health stressors which contributed to stress always among 5.8 per cent of the couples was a family member suffering from an in curable disease.

Relationship between the couples on stressors.

1) There was a positive and significant relationship between self stressors, child stressors, spousal stressors, financial stressors, job stressors, health stressors

Relationship between emotional intelligence and stress.

- 1) There was no significant relationship between self-awareness, influence, conscientiousness, emotional intelligence and stress of the couples. But, even then, it signified a negative relationship.
- 2) There was no significant relationship between motivation and stress. But, even then, it signified a positive relationship.
- 3) There was a significant negative relationship between emotional resilience, interpersonal sensitivity and stress.
- 4) There was a positive and significant relationship between intuitiveness and stress.

### **IMPLICATIONS**

The study reveals that about 80 per cent of the respondents have developed higher level of emotional intelligence. Even then, about 15 per cent of the respondents have been experiencing maximum stress always in the marital relationship. This is significant information to create awareness among family members to resolve stressors of marital relationship by using their emotional intelligence effectively.

Similarly about 10 per cent of the respondents are experiencing high stress due to financial matters, about 7 per cent of the respondents are experiencing high stress in relation to their children and around 9 per cent of the respondents are experiencing high stress in the job situation.

These results signify that among the working couples 8-15 per cent of the couples are experiencing high stress. This is to be a significant indicator of future anomaly. Therefore there is the need of effective management of the stressors by making use of emotional intelligence potentiality by effective counseling.

There is inverse relationship between the components of emotional intelligence and stress which clearly is an indicative of effective measures to manage stressors in day-to-day life. So, it is important to develop understanding among the couples to face and resolve the state of stress by making use of their emotional potentiality at appropriate time consciously.

The study has revealed a remarkable status between the couples that the relationship between the couples on the components of stress that the development of stress in their partner is a significant contributor for development of stress among themselves. Therefore it is prime perspective to resolving the couple stress by discussing the stressors which are responsible for the stress. Otherwise, both will experience detrimental effect of stressors.

Similarly it is confirmed that the potentiality of emotional intelligence of a life partner will have positive reinforcing effect on the development of emotional potentiality of another partner. So, it is necessary to express the emotional reaction genuinely and share the experience genuinely to resolve consequential effect and develop affirmative emotional perspectives.

The following questions were remained unanswered for quite some time but efforts were made through this study to derive at some justified and balanced answers to prove my study yielded desirable results. These questions were as under:

### Can Adults Become More Emotionally Intelligent?

Many managers and executives who accept the notion that emotional intelligence is vital for success are less certain about whether it can be improved. On the other hand, there are consultants and trainers who claim that they can raise the emotional intelligence of a whole group of employees in a day or less.

### What Is the Best Way to Improve Emotional Intelligence?

To be effective, change efforts need to begin with the realization that emotional learning differs from cognitive and technical learning in some important ways. Emotional capacities like self-confidence and empathy differ from cognitive abilities because they draw on different brain areas.

Purely cognitive abilities are based in the neocortex. But with social and emotional competencies, additional brain areas are involved, mainly the circuitry that runs from the emotional centres to the prefrontal lobes. Effective learning for emotional competence has to retune these circuits.

### IMPLICATIONS FOR TRAINING AND DEVELOPMENT

Because emotional learning differs from cognitive learning in a number of ways, training and development efforts need to incorporate a number of elements. Below are some of the most important ones.

- Practice: There needs to be much more opportunity for practice than one normally sees in the typical work-based training programme. Not only do there need to be many opportunities during the training itself, but also the learners need to practice new ways of thinking and acting in other settings—on the job, at home, with friends, etc. And this regimen needs to occur over a period of months.
- Ongoing encouragement and reinforcement from others: Even with ample practice during the training phase, the old neural pathways can re-establish themselves all too easily unless learners are repeatedly encouraged and reinforced to use the new skills on the job.
- Support from the boss: A learner's bosses play an especially critical role in providing the support necessary for successful change. Reinforcement by one's supervisor can be especially powerful in helping new emotional competencies to take root. Also, supervisors influence transfer and maintenance of new competencies indirectly by serving as powerful models.
- Experiential learning: In addition to sustained practice, feedback, reinforcement, and support, effective social and emotional learning needs to be based primarily on experiential activity rather than more intellectual, didactic approaches. Developing a social or emotional competency requires engagement of the emotional, non-cognitive parts of the brain.
- Emotionally intelligent trainers and coaches: Because the competencies involved in social and emotional learning are so central to our personal identities, special care and sensitivity is required in the way that training is presented.
- Anticipation and preparation for setbacks: Even when a training programme has all of these elements necessary for successful personal change—ample practice and support, emotionally intelligent trainers, etc.—learners will inevitably encounter setbacks.

### CONCLUSION

Emotional intelligence can make a big difference for both individual and organizational effectiveness. However, if the current interest in promoting emotional intelligence at work is to be a serious, sustained effort, rather than just another management fad, it is important that practitioners try to utilize practices based on the best available research. Only when the training is based on sound, empirically based methods will its promise be realized.

This was an ex-post-facto study to analyze emotional intelligence and stress among working couples conducted on a sample of 280 working couples of Delhi city (both New Delhi and Old Delhi). The age of the respondent ranged between 24 and 69 years. The couples (respondents) were selected based on the criteria that both of them should be working for at least 5 years, either of the couples should be a primary school teachers, executives in financial consultancy firms, Customers Relation Executives of call centres, CAs, Property Dealers, Advertising Agency Executives, Computer hardware technicians, Sales staff, marketing staff who had been married for at least 5 years and having at least one child.

In the Indian context transition of gender inequality and gender roles deviate from traditional form to modern gender role expectations that have been observed to constitute cultural disparity that affect the work-family culture interface. The growing number of educated women employees in India in the urban, organized, industrial sector in technical, professional, and managerial positions has been accompanied by a steady growth in dual earner families.

### REFERENCES

Agrawal, R., 2001, Stress in life and at work. Response books, pp.19-71

- Ansari, M.R. and Singh, R.P., 1997, A study on nature and extent of stress in teachers and Impact of moderators on stress. J. Extn. Edn, 8(2):1623-1625.
- 3. Aryee, S., Srinivas, E.S., 2005, Rhythms of life: Antecedents and outcomes of work-family balance in employed parents. J. App. Psy. 90(1):132-146.
- Bagali, M. M., 2005, A Study of Occupational Stress as a cause of Industrial Accidents. Indian. J. Soc. Res., 39(1):81-89.
- Bharat, S., 1992, The two pay cheque couples: An analysis of their housework, decision-making, Sex-role perceptions and attitudes. Unpublished Manuscript, Tata Institute of Social Sciences, Bombay, India
- Bharat, S., 2003, Women, Work, and family in urban India: towards new families? In J. W. Berry, R. C. Mishra, and R.C. Tripathi (Eds.), psychology in human 6. and socialdevelopment: Lessons from diverse cultures, New Delhi, India: Sage, pp.155-169.
- 7. Khosla, M., 2006, Positive Affect and coping with stress. J. Indian. Aca. App. Psy., 32(3): 281-288.
- 8. Pandey, R. and Tripathi, N., 2004, Development of Emotional Intelligence- Some Preliminary Observations. Psy. Stu., 49(2-3):151-154.
- 9. Pandey, S. and Shipra Srivastava, 2000, Coping with stress in career oriented females. J. Com. Gui. Res., 17(3):313-323.
- 10. Pant, N. and Prakash Anand, 2004, Multifactor emotional intelligence scale in India. Psy. Stu., 49(2-3): 128-135.
- 11. Tiwari, P.S.N. and Srivastava, N., 2004, Schooling and development of emotional intelligence. Psy. Stu., 49(2-3):151-154.
- 12. Uma, L. and Uma, D., 2005, Relationship between the dimensions of emotional intelligence of adolescents and selected personal social variables. Indian. Psychol. Rev., 64(1): 11-20.
- 13. Upadhyay, B.K. and Singh, B., 1999, Experience of stress: Differences between college teachers and executives. Psy. Stu., 44(3): 65-68.
- 14. Ushashree, S., Sahu Reddy, B.V., and Vinolya, P., 1995, Gender, gender role and age effects on teacher's job stress and job satisfaction. Psy. Stu., 40(2): 72-

### **APPENDIX**

### **QUESTIONNAIRE TO DETERMINE EMOTIONAL INTELLIGENCE & STRESS**

Dear respondent, I purported to do this survey to determine the extent of Emotional Intelligence levels of working couples. Whatever replies you provide will be used for counseling to develop satisfactory blissful family life. Hence I request you to provide replies accurately or nearby accuracy.

PART A (FAMILY BACKGROUND)

NAME: GENDER: AGE:

RELIGION:

SCHOOLING: URBAN/ RURAL: MEDIUM OF EDUTAION: E/H **EDUCATION OF YOUR SPOUSE:** 

OCCUPATION:

**EDUCATION OF YOUR FATHER:** 

OCCUPATION:

NO.OF WORKING HOURS: NO. OF CHILDREN: VEG/NON-VEG:

FAMILY: JOINT/ NUCLEAR HOUSE: RENTED/OWN FACILITIES IN FAMILY:

TV/VCP/VCR/TRANSISTOR/ COMPUTER/WI FI/CAR/A/C-PRINTER-FAX-MOBILE PHONE/COOKING GAS.\SOLAR LIGHTING

GADGETS/GEYSER/WASH MACHINE/MOPED/TWO WHEELER/ MOV-IMMOVBLE PROPERTY

### PART-B (STATEMENTS)

In this part you will find 30 statements which will gauge your level of emotional intelligence. Under each statement there are seven options- (a) always (b) very frequently (c) frequently (d) Often (e) Rarely (f) Very Rarely (g) Never. You will have to write against each statement the alphabetic used: either a-b-c-d-e-f or g. Don't think much on each statement but whatever comes to your mind mark it which will be treated as "CONFIDENTIAL" and your contribution in the form of your responses will be of paramount importance to us and as such please cooperate and give your response.

- 1. I will break the rules at work if it will help me to achieve my goals.
- 2. Decisions I make are based on facts
- 3. It is easy for me to change other people's opinions
- 4. I give people ample time to express their views.
- 5. I put all my energy into works that I believe are important
- 6. Even when I feel bad, I easily find ways to come out of it.
- 7. If I am in bad mood, I am able to hide it.
- 8. I challenge unethical behavior whenever I meet it at home.
- 9. When making a decision, I ignore my feelings as they only confuse the issue.
- 10. In group, I prefer to let other people make the decisions.
- 11. I have enough of my own problems without spending time listening to other people's affairs.
- 12 Any obstacles I encounter are likely to prevent me from completing a Task
- 13. I lose confidence when my work is criticized
- 14. I recognize my own moods and make specific attempts to change them 15. I avoid distasteful tasks
- 16. I need to know other people's opinion before I make a final decision in a Group 17. I find it difficult to change friends' minds
- 18. I encourage my colleagues to work together as a team 19. I am not distracted from my long-term goals
- 20. Whenever I experience a setback, it takes me a long time to bounce back
- 21. I feel out of control emotionally
- 22. I will not do something if I know it is wrong
- 23. I work on the principle that it is better to be safe than sorry
- 24 When other people's views are different from mine, I Do not consciously attempt to influence them.
- 25 I take my friend's opinion to win a team game
- 26 I strive to produce ever better results in my work
- 27 When under pressure, I become irritable
- 28 It is possible to control my own feelings
- 29 In group, I ensure that what I say and what I do are the same  $\,$

# REQUEST FOR FEEDBACK

### **Dear Readers**

At the very outset, International Journal of Research in Commerce, IT and 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 i.e. 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 an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours** 

Sd/-

Co-ordinator

# **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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

# Our Other Fournals





