

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A CROSS-SECTIONAL STUDY OF ACCEPTANCE OF MENTORING FOR PROFESSIONAL DEVELOPMENT IN EDUCATIONAL INSTITUTIONS	1
1.	IN GULF COUNTRIES	-
	DR. IMRAN HAMEED & DR. NAZIA RASOOL QAZI	
2.	ROLE OF USER FEES IN ETHIOPIA: A CASE STUDY OF JIMMA UNIVERSITY SPECIALIZED HOSPITAL, SOUTH WEST ETHIOPIA	6
۷.	DR. DEVI NAIR & KORA TUSHUNE	Ū
3.	EXPORT GROWTH OF NON – OIL SECTOR IN OMAN: THE ERA OF LIBERALIZATION	13
Э.	DR. THRESIAMMA VARGHESE	
4.	CORPORATE SOCIAL RESPONSIBILITY: ORGANIZATIONAL COMMITMENT IN THEORY & PRACTISE	17
••	DR. QADAR BAKHSH BALOCH, IMRAN ULLANH KHAN & SHAHED JAN	
5.	CORPORATE GOVERNANCE AND PERFORMANCE OF PAKISTANI LISTED COMPANIES - A CASE STUDY OF SUGAR SECTOR	23
•	QAISER RAFIQUE YASSER	
6.	STATE OF FLEXIBLE CAREERS FOR THE WOMAN PROFESSIONAL IN INDIA	31
٥.	SAUNDARYA RAJESH	
7.	WHAT DRIVES THE PERFORMANCE OF COMMERCIAL BANKS IN ETHIOPIA?	38
	DR. DEEPAK KAPUR & ABEBAW KASSIE GUALU	
8.	NEEDS ASSESSMENT OF EMOTIONAL INTELLIGENCE IN BUSINESS EDUCATION	43
О.	KRISHNA PRIYA & DR. K. S. CHANDRASEKAR	
9.	CREDIT MANAGEMENT OF INDIAN COMMERCIAL VEHICLE INDUSTRY	48
J .	N. VELMATHI & DR. R. GANESAN	
10.	EVALUATION OF PASSENGER SATISFACTION AND SERVICE QUALITY IN INDIAN RAILWAYS - A CASE STUDY OF SOUTH CENTRAL	53
10.	RAILWAY USING RAILQUAL	
	M. DEVI PRASAD & DR. B. RAJA SHEKHAR	
11.	A STUDY OF TERTIARY EDUCATION AND SHIFTS IN GLOBALLY MOBILE STUDENTS	58
11.	DR. Y. V. REDDY & D. M. DESHPANDE	
12.	DIMENSION OF FINANCIAL PERFORMANCE OF CEMENT UNITS IN SOUTH INDIA - AN EMPHIRICAL STUDY (Z SCORE ANALYSIS)	64
12.	DR. R. SRINIVASAN & C. U. TIRIPURA SUNDARI	•
13.	AN EMPIRICAL ANALYSIS OF FINANCIAL LEVERAGE, EARNINGS AND DIVIDEND: A CASE STUDY OF MARUTI SUZUKI INDIA LTD.	69
13.	DR. SANJAY J. BHAYANI & DR. BUTALAL AJMERA	
14.	SERVICES MARKETING DYNAMICS – AN EXAMINATION OF SPORTS SPONSORSHIP STRATEGIES OF U. K. MARKET	73
14.	DR. S. P. RATH, DR. BISWAJIT DAS & CHEF. ANANT BHAMKAR	
15.	NPA'S SIDE EFFECT AND IT'S CURATIVE MANTRA	77
15.	DR. B. CHANDRA MOHAN PATNAIK, DR. IPSEETA SATPATHY & AROOP KUMAR MOHAPATRA	• •
16.	THE ROLE OF EMOTIONAL INTELLIGENCE IN SELF DEVELOPMENT OF DOCTORS AN EMPIRICAL STUDY	81
10.	M. N. R. MANOHAR & A. V. SATYANARAYANA RAO	01
17	RISK MINIMIZATION IN SPOT AND DERIVATIVE MARKET	87
17 .	DR. SUBRATA MUKHERJEE & DR. SAMIR GHOSH	0,
10	IMPORTANCE-PERFORMANCE ANALYSIS (IPA) TO EXPLORE ORGANIZATIONAL CLIMATE – EMPIRICAL EVIDENCE	93
18 .	SUBASHINI R & SAMUEL S	33
10	GOA TOURISM: MYTHS AND REALITIES	98
19 .	DR. HIRANMOY ROY	30
20	SPIRITUALITY AND MANAGEMENT	103
20 .	V. NITHYANANTHAN & DR. B. KALPANA	103
24	ORGANIZATIONAL HEALTH: EXAMINING WORKPLACE PRACTICES AND WELL-BEING	107
21 .	DR. R. PRABHAKARA RAYA & P. SIVAPRAGASAM	107
		111
22 .	EMPLOYEESSIXTH PAY COMMISSION: ESTIMATION OF JOB SATISFACTION AMONG CENTRAL GOVERNMENT	111
22	DR. RAJESH KUMAR SHASTRI & MALAVIKA SINHA	115
23 .	PRODUCTIVITY CHANGE IN THE INDIAN HEALTH INSURANCE BUSINESS: A MALMQUIST TOTAL FACTOR PRODUCTIVITY ANALYSIS	115
	DR. SUMNINDER KAUR BAWA & RUCHITA	4
24.	THE IMPACT OF CAPITAL ADEQUACY REQUIREMENTS ON PROFITABILITY OF PRIVATE BANKS IN INDIA - A CASE STUDY OF J&K,	122
	ICICI, HDFC AND YES BANK	
	DR. KHALID ASHRAF CHISHTY	
25 .	AN EMPIRICAL STUDY ON EFFECT OF WELFARE MEASURES ON EMPLOYEES' SATISFACTION IN INDIAN RAILWAYS	130
	DR. ASIYA CHAUDHAY & ROOHI IQBAL	
	REQUEST FOR FEEDBACK	138

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., The American Economic Association's electronic bibliography, EconLit, U.S.A.

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

PATRON

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

DR. SAMBHAV GARG

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

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

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

CO-EDITOR

DR. BHAVET

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

EDITORIAL ADVISORY BOARD

DR. AMBIKA ZUTSHI

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Lomar University, U.S.A.

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. ROSHAN LAL

Head & Convener Ph. D. Programme, M. M. Institute of Management, M. M. University, Mullana

PROF. ANIL K. SAINI

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

DR. KULBHUSHAN CHANDEL

Reader, Himachal Pradesh University, Shimla

DR. TEJINDER SHARMA

Reader, Kurukshetra University, Kurukshetra

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, Government F. G. College Chitguppa, Bidar, Karnataka

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

DR. V. SELVAM

Divisional Leader – Commerce SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Reader, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

S. TABASSUM SULTANA

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

TECHNICAL ADVISOR

AMITA

Faculty, E.C.C., Safidon, Jind

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

JITENDER S. CHAHAL

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

<u>SUPERINTENDENT</u>

SURENDER KUMAR POONIA

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; Business 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; 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 addresses, info@ijrcm.org.in.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

COVERING LETTER FOR SUBMISSION:	DATED:
THE EDITOR	JAILS
IJRCM	
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	
(e.g. Computer/IT/Finance/Marketing/HRM/General Managemen	nt/other, please specify).
DEAR SIR/MADAM	11
Please find my submission of manuscript titled '	for possible publication in your journal.
I hereby affirm that the contents of this manuscript are original. Furthermore it has neither been pulnor is it under review for publication anywhere.	blished elsewhere in any language fully or partly,
I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their	inclusion of name (s) as co-author (s).
Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the contribution to any of your journals.	website of journal & you are free to publish our
NAME OF CORRESPONDING AUTHOR:	
Designation:	
Affiliation with full address & Pin Code:	

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

- 2. INTRODUCTION: Manuscript must be in British English prepared on a standard A4 size paper setting. It must be prepared on a single space and 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 the every page.
- 3. MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
- 4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
- 5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para.
- 6. **KEYWORDS**: Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
- 7. **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 heading.
- 8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. MAIN TEXT: The main text should be in a 8 point Calibri Font, single spaced and justified.
- 10. **FIGURES &TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. 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.
- 11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. 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 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.

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, 19–22 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.

WEBSITE

Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 http://epw.in/user/viewabstract.jsp

THE ROLE OF EMOTIONAL INTELLIGENCE IN SELF DEVELOPMENT OF DOCTORS AN EMPIRICAL STUDY

M. N. R. MANOHAR

ASSOCIATE PROFESSOR

M. B. A. DEPARTMENT

MATRUSRI INSTITUTE OF P. G. STUDIES

SAIDABAD – 500 059, HYDERABAD

A. V. SATYANARAYANA RAO
PROFESSOR EMERITUS
DEPARTMENT OF BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD – 500 007

ABSTRACT

There are no quick fix solutions to human problems A child learns to turnover, sit up, crawl than walk and run. No step can be skipped. There are times to teach and times not to teach and not everything is taught formally. So is the case of learning by doctors. Not everything about patient's emotions management may be taught. Some they happen to learn while practicing. Self Development in doctors was studied with respect to their ability to trigger inner fire, art of leadership, power of discipline, commitment to social service, proactive nature, core competency, empathy stay calm, think win win, communication under stress, and goal orientation. The scores of the respondents were rated on likerts 3 point scales as never, sometimes and mostly to varied set of questions. Similarly self awareness levels in doctors were identified by attributes such low in patience; overestimate themselves, envious of others, selfish, frank, and humorous nature. They were measured on likerts 3 point scale as low, moderate and high based on their responses. Self Management aspects in doctors were identified by their abilities to be detail oriented, summary oriented, helpful nature, lack of time to many tasks, perfectionists' nature and hours of work. These attributes were measured on Likert 3 point scales as Disgree, Neutral and agree.

KEYWORDS

Emotional Intelligence, Self Development, Self Awareness, and Self Management.

INTRODUCTION

here are no quick fix solutions to human problems A child learns to turnover, sit up, crawl than walk and run. No step can be skipped. There are times to teach and times not to teach and not everything is taught formally. So is the case of learning by doctors. Not everything about patient's emotions management may be taught. Some they happen to learn while practicing.

Some typical personal cases of doctors:

- 1. Tremendous professional success but it cost me my family life and personal freedom is it worth it
- 2. Several Training programs for self as well as employees but no change Employees continue to remain dependent and irresponsible.
- 3. So much to do and not enough time
- 4. I see my friends and relatives achieve a degree of success. I smile and congratulate but inside I feel jealous
- 5. I have a forceful personality; I wonder what others think of me and my ideas.

Higher levels of Self Awareness and self Management leads to more fuller self development of individuals. Self Awareness and Self management are the first two dimensions of Emotional intelligence as per Daniel Goleman. This is true even in case of doctors who treat patients.

OBJECTIVES

- How doctors learn to enhance their self awareness and self Management levels
- How Self awareness and self management levels helps doctors in their self Development
- To identify as to how doctors kindle their inner fire
- To understand and analyse as to how doctors practice art of self leadership
- To understand as to how emotional intelligence helps doctors in their core competence.

METHODOLOGY

A Survey though structured preset questionnaire was administered to hundred doctors working in Private Nursing Homes in Hyderabad. It was on Emotional Intelligence dimensions and Stress management aspects of doctors. It was convenient random sample. Chi-square, Anova and Correlation Techniques of SPSS package were used to analyse data.

REVIEW OF LITERATURE

Suzy Fox, Paul E. Spector¹ Emotional intelligence was conceptualized as competencies that may enable people to use emotions advantageously to achieve desired outcomes. Measures of three components of emotional intelligence (empathy, self-regulation of mood, and self-presentation) as well as affective traits (positive and negative affectivity) and general and practical intelligence were related to a major facet of work success, job interview performance. A sample of 116 undergraduates participated in a simulated job selection experience, consisting of paper and pencil tests and a videotaped structured interview. Results partially supported the proposed model for the unique contributions of emotional intelligence and trait affect to interview success.

Kristin Akerjordet and Elisabeth severinsson² Aim To establish a synthesis of the literature on the theoretical and empirical basis of emotional intelligence and it's linkage to nurse leadership, focusing on subjective well-being and professional development.

¹ Suzy Fox, Paul E. Spector Relations of emotional intelligence, practical intelligence, general intelligence, and trait affectivity with interview outcomes: it's not all just 'G' <u>Journal of Leadership Studies Volume 1 Issue 3</u>, Pages 57 – 66 Published Online: Nov 2007

² Kristin Akerjordet and Elisabeth severinsson Emotionally intelligent nurse leadership: a literature review study <u>European Journal of Personality Volume 15</u> <u>Issue 6</u>, Pages 407 – 424 Published Online: 3 Dec. 2001

Background Emotional intelligence has been acknowledged in the literature as supporting nurse leadership that fosters a healthy work environment, creating inspiring relationships based on mutual trust. Nurse leaders who exhibit characteristics of emotional intelligence enhance organizational, staff and patient outcomes.

Emotionally intelligent nurse leadership characterized by self-awareness and supervisory skills highlights positive empowerment processes, creating a favourable work climate characterized by resilience, innovation and change.

Implications for nursing management Emotional intelligence cannot be considered a general panacea, but it may offer new ways of thinking and being for nurse leaders, as it takes the intelligence of feelings more seriously by continually reflecting, evaluating and improving leadership and supervisory skills.

Tomas Chamorro-Premuzic, Adrian Furnham ³British university students (N 247) completed the NEO-PI-R (Costa & McCrae, [1992]) personality inventory at the beginning of their course and took several written examinations throughout their three-year degree. Personality super-traits (especially Conscientiousness positively, and Extraversion and Neuroticism negatively) were significantly correlated with examination grades and were found to account for around 15 of the variance. Furthermore, selected primary personality traits (i.e. achievement striving, self-discipline, and activity) were found to explain almost 30 of the variance in academic examination performance. It is argued that personality inventory results may represent an important contribution to the prediction of academic success and failure in university (particularly in highly selective and competitive settings).

Joyce E Bono, Hannah Jackson Foldes, Gregory Vinson, John P Muros ⁴ In this experience sampling study, the authors examined the role of organizational leaders in employees' emotional experiences. Data were collected from health care workers 4 times a day for 2 weeks. Results indicate supervisors were associated with employee emotions in 3 ways: (a) Employees experienced fewer positive emotions when interacting with their supervisors as compared with interactions with coworkers and customers; (b) employees with supervisors high on transformational leadership experienced more positive emotions throughout the workday, including interactions with coworkers and customers; and (c) employees who regulated their emotions experienced decreased job satisfaction and increased stress, but those with supervisors high on transformational leadership were less likely to experience decreased job satisfaction. The results also suggest that the effects of emotional regulation on stress are long lasting (up to 2 hr) and not easily reduced by leadership behaviors.

HYPOTHESIS

- 1. Self development in doctors is independent of demographic factors
- 2. Self Development of doctors is independent of self Awareness levels in doctors
- 3. Self Development of doctors is independent of Self Management levels of doctors

SELF AWARENESS & SELF MANAGEMENT DIMENSIONS OF EMOTIONAL INTELLIGENCE

Indirect references to the dimensions of Emotional intelligence i.e self awareness and self management are observed in the some of the books on management such as Seven habits of highly effective people by Steven Cove, in Chapter 8 of Fifth discipline by Peter M Senge, in chapter 13 of commentary on Bhagavtgita and Business Gurus Speak by S N chary. Given below is an attempt to understand the nuances of self awareness and self management as practiced by doctors in relation to the concepts delineated by such great management thinkers in their works?

Self awareness is to move from the State of dependence and to independence. According to Steven Covey, this is possible by being proactive, beginning with an end, and prioritizing.

Self management is a constant process of movement from a state of dependence in early childhood to independence in early adulthood and then to interdependence in the stage of mature adults. This is reflected even in case of self management by doctors progressively in various stages of their careers. It suggests that Private victories of self discipline are habits of self mastery by doctors. This refers to the self awareness component of emotional intelligence management by doctors. This leads to Public victories of team work, cooperation, and communication in private nursing homes of Hyderabad.

In the state of Independence people think of win/win strategies. They seek first to understand than to be understood. In the third stage of synergizing they move to the state of interdependence by sharpening their skill sets and renew their energies and redouble their efforts. This results in effectiveness which is nothing but production of desired results

Doctors do employ Stephen Covey's effective habit 2 of having an end in mind. It is certainly wrong to say that all doctors have money centered behavior. Their behavior is certainly Service centered. For them work is pleasure. They do not treat patients as friends or enemies. Their behavior is certainly not religion centered or self centered. They are neither spouse centered nor family centered. As effective people they are opportunity minded, not problem minded

Stephen Covey's Habit 4 of think win- win, helps doctors managing the emotions of the patients. They manage their own emotions before they control the emotions of patients and their relatives. Doctor's private victory precedes public victory again as suggested by Stephen Covey. Self discipline and self mastery are essential fountains of good relationships. As doctors become independent proactive, principles centered, value driven, they choose to become interdependent, building rich enduring and productive relationship with other people

Stephen Covey Habit 5 refers to understand first before being understood is very well practiced by doctors. They are very good listeners. They listen empathetically. They listen to patients suffering as if they are suffering from the ailment. This helps them in diagnosing effectively before they prescribe.

They do not select patients. In fact patients select or choose doctors. They listen from patient's point of view. They cross check their assumptions. How valid were their assumptions about the patients. They empathize with patients and feel the suffering of patients as if it is their suffering.



³ Tomas Chamorro-Premuzic, Adrian Furnham Personality traits and academic examination performance New Directions for Adult and Continuing Education
Volume 08 Issue 1, Pages 7 - 18

Special Issue: Adult Learning and the Emotional Self Published Online: 16 Dec 20 08

⁴ Joyce E Bono, Hannah Jackson Foldes, Gregory Vinson, John P Muros Workplace emotions: The role of supervision and leadership, <u>Journal of Applied Psychology</u>. Washington: Sep 20 07. Vol. 92, Iss. 5; pg. 1357

SPECILISATIONS

Cardiology	23
Gynaecology	17
Surgeon	25
Opthalmology	8
Paediatrics	15
Others	12
Total	100

PASSIONATELY COMMITTED TO THE GOAL OF SOCIAL SERVICE

Hard work, they all put in; there is no doubt about it. Dr Nirmala likes to speak about her early days of 'struggle' while setting up Srinivasa Nursing home. Dr Aggarwal, in his initial years, struggled to get a telephone installed in his office. In fact, around 1990, the co-founders of Vivek nursing home were discussing liquidating the company. So bad were the days. It was Dr Murthy who opposed any such thoughts and offered to invest further. When Dr Mumtaz took over Nikhil nursing home, several were unwilling to trust this young lad of 34. He had to face much doubt, suspicion and trouble because of their different size of operations and different tactics of doing business. Dr Venu took years of effort to make his plants approach world class. For Dr Sugunakar, financing hospitals was not easy.

When asked to provide tips on building an organisation, Dr Nirmala says, 'Basically people have to be willing to work, put in effort, willing to struggle But what she says in the same breath is striking. "She continues, 'and above all, believes in what you are doing. Don't give up what you are doing.' Once they set their respective goal, their commitment was not just 100 per cent; it was 1000 per cent, because, they strongly believed in what they were doing. Whereas, commitment is towards the cause of service to patients and the goal, therefore, keeps growing as the horizon stretches further. That is the crux of their continuing tireless efforts Are they missionaries in a way, yes. ⁵

CORE COMPETENCE THEORY RE-VISITED

Great dreamers dreams are never fulfilled they are always transcended

Alfred lord whitehead

There has been a lot of discussion in the management world regarding the 'core competence' of an organisation. Several corporations, worldwide, have remodeled themselves in accordance with their respective core competence. When asked about it, Dr Anil says, core strength lies in its ability to implement best global practices, attract talented people and motivate them to achieve world standards. This is an organisation that has always believed in people and processes. The conventional 'core competence' theory does not seem very relevant.

1. Firm Foundation of Values-Personal and Corporate

Supporting the mission or rather as a corollary to the mission, highly successful organisations are built on a firm foundation of values. Dr Nirmala, in her Foundation Day Lecture at Indian Institute of Management Bangalore on 30th Oct 2001 said any business that does have values cannot endure This is perhaps the mother of all business Principles. Her simple principles of business values are:

Any Nursing home that cannot value its patients cannot endure.

Any doctor that does not deliver value to its customers cannot endure.

Any owner doctor that cannot create value for its stakeholders cannot endure.

Any doctor that does not value its suppliers cannot endure.

Any business that does not have values cannot endure.

For Dr Vijay the values on which any company is built are: trust, value and service. Dr Anil mentions nine core values that have been the guiding principles. These are: Honesty; Integrity; Respect, Fairness, Purposefulness, Trust, Responsibility; Citizenship and Caring. All have been built on a solid foundation of organisational values which the founders have laid right in the beginning. Values are important for them in order to ensure the survival and growth of the organisation and for the continued delivery of the mission-objectives in the years to come.

A MOST EXTRA ORDINARY GARDEN

I asked Dr Sharat you did not go to the plastic surgeon did you No he smiled they only focus on the outer person I needed to be healed from within. My unbalanced chaotic lifestyle left me in great distress. Heart attack was a rupture of my inner core. Wisdom of personal change is beginning of self awareness component of emotional intelligence in doctors.

In the story garden is the symbol of mind if you care for your mind you nurture it and cultivate it like a fertile rich garden it will blossom your expectations. But if you let the weeds take the root inner deep harmony will elude you.

To live life fullest you must stand guard at the gate of your garden and let only very best information enter. You should not afford the luxury of negative thought. Adopt a positive paradigm about their world and all that is in it. 8

In an average day an average person has 60 thousand thoughts through his mind and 95 % of the thoughts are the same as the day before. Mind management is the essence of emotional intelligence management. Even the best conditioned thinkers are using only 1/100 of a percent of mental reserves. Mind is the nature's greatest gift. Mind is a wonderful servant but terrible master. Mind is like any other muscles in your body use it or lose it.

The technique of mastering the mind which towers is over four thousand years old it is called heart of rose. In a quiet room, stare at the centre of rose. Most of us live at such a frantic pace that true silence is something foreign. Either you control your mind or it controls you. This is the technique of developing self awareness dimension of emotional intelligence.

KINDLING INNER FIRE

The beauty of whole exercise is that as you strive to improve the lives of others your own life will be elevated into its highest dimensions.

Those who study others are wise and those who study themselves are enlightened. You will recall that in the middle of the garden is the lighthouse. This symbol will remind you of yet another ancient principle the purpose of life⁹

The journey of thousand miles begins with a single step. The first step is to form a clear mental image of the outcome. Step two was to get some positive pressure on myself.

⁵ SN Chary Business Gurus Speak

⁶ SN Chary Business Gurus Speak

⁷ ibid

⁸ ibid

⁹ Robin Sharma, The Monk who sold his Ferrari, Jaico Publishing House 2003

Third step is never set a goal without attaching a time limit to it. Fourth is magic rule of 21 perform the new activity for twenty one days in a row. Fifth enjoy the process. They truly believed that a day without laughter was a day without life. Burning sense of passion is the fuel of your dreams. What lies behind and what lies in front of you is nothing when compared to what lies within you.

WHAT INSPIRES DOCTORS?

Idealism	4
Achievement	66
Work	30
Total	100

ANCIENT ART OF SELF LEADERSHIP

Good people strengthen themselves ceaselessly. Confucious

Japanese philosophy of Kaizen means constant and never ending improvement Self mastery is the DNA of life mastery. Zen tradition speaks of beginners mind: those who keep their minds open to new concepts- those whose cups are always empty. Questions are the most effective method of eliciting knowledge.

Make a written inventory of your weaknesses. Fear is nothing more than negative stream of consciousness. But when you conquer your fears you conquer your life. Kaizen is constant self expansion and progress. This is another way of increasing one own self awareness the first dimension of emotional intelligence.

Given below are 10 exercises for attaining more self awareness dimension of emotional intelligence. One hour a day for 30 days is all it takes to fully install a new habit

First strategy is ritual of solitude a mandatory period of peace. Ritual of solitude is the pit stop for the soul for self renewal immersed in beautiful blanket of silence

Second ritual is ritual of physicality care for your body. Never miss the daily round of exercise. ¹⁰To breathe properly is to live properly while most of us know how to breathe to survive we do not know how to breathe to thrive.

Third is the ritual of life nourishment. Our lethargy is due to low octane fuel. Live foods, foods that are not dead i.e. vegetarian diet is important. Most powerful animals' gorillas and elephants on the planet earth wear the badge vegetarian proudly.

Fourth is ritual of abundant knowledge. Become a student of life. Study it not just read it. Biographies of Benjamin franklin, Mahatma Gandhi, Practical philosophy of Marcus aurelius, Think and grow rich by Napoleon hill. Books should ultimately change your life.

Fifth is ritual of radiant living, habit of thinking, thinking enough to thrive. Have a written inventory and regular habit of personal introspection. The only way to improve tomorrow is to know what you did wrong today.

Sixth is the ritual of early awakening nothing in extremes and everything in moderation. Yogi Raman would never eat after 8pm .How many times an average 4 yrs old laughs in a day 300, adult 15. We don't laugh because we are not happy. We would be happy if we laugh. So start your day on a delightful footing. Seventh ritual of radiant living is ritual of music.

Eight ritual is that of spoken word or mantra in sanskrit, man means mind and tra means freeing

Ninth ritual is that of congruent character. Values of Industry compassion, humility patience, honesty and courage contribute to self awareness aspect of emotional intelligence. Character is higher than intellect. A great soul will be strong to live as well to think.

Tenth is the ritual of simplicity. Life gives you what you have asked it is always listening. Failure is your friend. Stand your ground and follow your dreams for greater.

Thus self awareness dimension leads to self management aspect of emotional intelligence.

YOUR PRECIOUS COMMODITY

Failing to plan is planning to fail. Time spent enriching your non work hours is never a waste. 80 % of your results come from just 20% of your efforts. These are your high impact activities. Enlightened people are priority driven. Some people learn from errors of others. Do not let others steal your time. You must be ruthless with your time.

Develop a deathbed mentality Do not waste even a minute of your day. Expand your dreams. Do not accept a life of mediocrity when you have infinite potential. Dare to trap your greatness. This is your birthright.

As a doctor, act as if failure is impossible. Never be the prisoner of your past become the architect of your future.

RESULTS & DISCUSSION

Self Development in doctors was studied with respect to their ability to trigger inner fire, art of leadership, power of discipline, commitment to social service, proactive nature, core competency, empathy stay calm, think win win, communication under stress, and goal orientation. The scores of the respondents were rated on likerts 3 point scales as never, sometimes and mostly to varied set of questions. The results are tabulated as show below in table No 1.

TABLE NO. 1: SELF DEVELOPMENT ATTRIBUTES



Similarly self awareness levels in doctors were identified by attributes such low in patience; overestimate themselves, envious of others, selfish, frank, and humorous nature. They were measured on likerts 3 point scale as low, moderate and high based on their responses. The results are tabulated as below in table no 2

¹⁰ Robin Sharma, The Monk who sold his Ferrari, Jaico Publishing House 2003



TABLE NO. 2: SELF AWARENESS

Sr. No.	Attribute	Disagree	Neutral	Agree
1	Lose patience	7	42	51
2	Over Estimate self	31	31	38
3	Envious	1	85	14
4	Selfish		47	53
5	Frank	1	28	71
6	Humour	27	26	47

Self Management aspects in doctors were identified by their abilities to be detail oriented, summary oriented, helpful nature, lack of time to many tasks, perfectionists' nature and hours of work. These attributes were measured on Likert 3 point scales as Disgree, Neutral and agree. The results are tabulated as below in table no 3

TABLE NO. 3: SELF MANAGEMENT

Sr. No.	Attribute	Disagree	Neutral	Agree
1	Detail Oriented	3	35	62
2	Summary oriented	4	33	63
3	Helpful	4	32	64
4	Lack of time	31	11	58
5	Perfectionist	4	80	16
6	Hours of work	53	36	11

Source Primary data

The influence of demographic factors such as gender, qualification, and specialization and experience on emotional intelligence dimensions of doctors such as self awareness, self management, social awareness and social management were analysed using Anova. It was found that there was no significant variation of self development of doctors with regard to gender, qualification and specialization. Only with reference to experience of doctors it was found to be significant as show in the table no 4 below.

ANOVA (EXPERIENCE)

		Sum of Squares	Df	Mean Square	F	Sig.
Self Development score	Between Groups	859.476	4	214.869	38.843	.000*
	Within Groups	525.514	95	5.532		1
	Total	1384.990	99			

Table 4: Anova (Experience)

Interpretation:*As the p values is less than 0.05 it can be concluded that there exists a significant difference among doctors in self development with respect to their experience.

The following is the cross tabulation between self develoment levels and Self awareness levels in doctors. Chi square test is used to analyse the dependence or independence of Self Development and self awareness levels in doctors.

Self Development Self Awareness	Low	Moderate	High	Total	Chi-square p-value
Low	27	0	4	31	.000*
Moderate	2	18	19	39	
High	0	5	25	30	
Total	29	23	48	100	

Table 5 Self Development Vs Self Awareness

Source: Primary data

Interpretation: As the p-value is less than 0.05, the third null hypothesis cannot be accepted and hence it can be concluded that self development in doctors is dependent on self awareness levels in doctors (See table No 7)

The following is the cross tabulation between self development levels and Self Management levels in doctors. Chi square test is used to analyse the dependence or independence of Self development and self management levels in doctors.

Self Development Self Management	Low	Moderate	High	Total	Chi-square p-value
Low	28	0	3	31	.000*
Moderate	0	18	21	39	
High	0	14	16	30	
Total	28	32	40	100	

Table 6 Self Development Vs Self Management

Source: Primary data

Interpretation: As the p-value is less than 0.05, the third null hypothesis cannot be accepted and hence it can be concluded that self development is dependent on self management levels in doctors (See table No 7)

^{*}significant at 5% level of significance

^{*} Significant at 5% level of significance.

^{*} Significant at 5% level of significance.

		Self	Self	Self
		Developmet	Awarenness	Management
Self	Pearson Correlation	1	.717**	.584**
Development	Sig. (1-tailed)		.000	.000
	N	100	100	100

^{**.} Correlation is significant at the 0.01 level (1-tailed).

Self Development score Shows Fairly high correlation with self awarnesss score with p value above .7 and moderate correlation with Self management with p value of 0.584

CONCLUSION

Secret of lifelong happiness

When i admire the sunset or the moon my soul expands in worship of creator. M K Gandhi

As an emotionally intelligent doctor would appreciate that Living is now. Happiness is a journey not a destination. Life does not give you what you ask it gives you what you need. We are all here for some special reason. Everyone has potential for extraordinary achievement and small victories lead to large victories. Development of Self Awareness and self management dimension of doctors helps them in management of pain and anxieties of the patients.

REFERENCES

Dr Mousumi S Bhattacharya & Dr Nilanjan Sengupta, Emotional Intelligence Myth or Reality, Excel Books, 2007

Gardner, H., 1983. Frames of mind: The theory of multiple intelligences. Basic Books, New York.

Boddy, D. and Buchanan, D.A. (1992) Take the Lead: Interpersonal Skills for Project Managers. Prentice-Hall, London.

Aparna Chattopadhyay What is your Emotional Intelligence Quotient, Pustak Mahal, 2001

Goleman, D., 1998. Working with emotional intelligence. Bantam Books, New York

Ackenhusen, M., Muzyka, D. and Churchill, N. (1996b) Restructuring 3M for an integrated Europe. Part two: initiating the change, European Management Journal, Vol. 14, No.2, April.

Abubakr M. Suliman, Fuad N. Al-Shaikh Emotional intelligence at work: links to conflict and innovation, Employee Relations. Bradford: 07. Vol. 29, Iss. 2; pg. 8 Journal of Organizational Behavior Volume 26 Issue 7, Pages 867 – 871 Published Online: 7 Oct, 2005, Copyright © 08 John Wiley & Sons, Ltd.

Alicia A Grandey, David N Dickter, Hock-Peng Sin. Journal of Organizational Behavior The customer is not always right: customer aggression and emotion regulation of service employees Chichester: May 04. Vol. 25, Iss. 3; pg. 397

Joanna F. Wing, Nicola S. Schutte *, Brian Byrne The effect of positive writing on emotional intelligence and life satisfaction University of New England © 2006 Wiley Periodicals, Inc. J Clin Psychol 62: 1291-1302, 2006

John Humphreys, Bill Brunsen, Dale Davis Emotional structure and commitment: implications for health Care management. Journal of Health Organization and Management. Bradford: 2005. Vol. 19, Iss. 2; pg. 1 , 10 pgs

Joyce E Bono, Hannah Jackson Foldes, Gregory Vinson, John P Muros Workplace emotions: The role of supervision and leadership, Journal of Applied Psychology. Washington: Sep 20 07. Vol. 92, Iss. 5; pg. 1357

Kabat-Zinn, J (1982). "An outpatient program in behavioral medicine for chronic pain patients based on the practice of mindfulness meditation: theoretical considerations and preliminary results". General hospital psychiatry 4 (1): 33–47. doi:10.1016/0163-8343(82)90026-3. PMID 7042457.



 $^{^{11}}$ Robin Sharma, The Monk who sold his Ferrari, Jaico Publishing House 2003

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce 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-mails i.e. infoijrcm@gmail.com or info@ijrcm.org.in 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