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- 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.

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- 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.

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ABSTRACT

The present study attempts to focus on student education loan through banking services which includes the role of various banks in providing education loan services and its effect on the education system of India. Students availed educational loan from both public and private sector banks and have faced the problem of inaccessibility of bank officials, repeated visit to the banks, lack of proper guidance, delay in sanctioning and disbursement of loan and insufficient amount of loan sanctioning. Therefore, the bankers should take initiatives by providing the financial assistance to meet the required objectives and make them to satisfy in all levels.

AN EMPIRICAL STUDY OF FACTORS AFFECTING THE EMOTIONAL INTELLIGENCE OF EMPLOYEES WORKING IN MANUFACTURING PLANTS OF RAJASTHAN

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ABSTRACT

The concept of emotional intelligence has found a number of different applications outside of the psychological research and therapy arenas, professional, educational, and community institutions have integrated different aspects of the emotional intelligence philosophy into their organizations to promote more productive working relationships, better outcomes, and enhanced personal satisfaction. Emotional intelligence gets affected with so many personal and professional factors so keeping this in view this research has been conducted to study the factors affecting the emotional intelligence of manufacturing employees. The data has been collected from 443 employees of manufacturing plants with the help of semi structured questionnaire and it has been concluded that boss behavior, family support and decision-making skills extremely influence the emotional intelligence.

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