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REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

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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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• Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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

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EMOTIONAL INTELLIGENCE OF FEMALE FACULTY IN COLLEGES

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ABSTRACT

Emotional Intelligence is "The capacity for recognizing our own feelings and those of others, for motivating ourselves and for managing emotions effectively in others and ourselves". The factors pertaining to this study are self awareness, self management, social awareness and relationship management. The main aim of this study was to observe the level of emotional intelligence of the female faculty working in colleges. Descriptive research was used for this study. The study used primary data and it was collected through survey method. From the analysis it was found that marital status affects the ability to change tactics quickly according to circumstance change and the number of dependents increases the respondent's ability to help others to manage their emotions increases. Female faculty as well as educational institutions should consider the offered findings and suggestion for the performance improvement of the faculty.

KEYWORDS

emotional intelligence, female teachers.

INTRODUCTION

he relevance of emotional intelligence to various aspects of human endeavour has become subject of investigation in the last two decades. It has been postulated for instance, that to succeed in life will require more than innate intelligence or what is popularly called Intelligence Quotient (IQ). Goleman (1995) claimed that emotional intelligence is more valuable than IQ as an important indicator of professional and life's success. Not only is the construct relevant to one's work situation, it also provides a conceptual understanding of organization as a whole. Goleman (1998) conceptualized emotional intelligence as the capacity for recognizing our own feelings and those of others, for motivating ourselves and for managing emotion in ourselves and in our relationship. Goleman (1998) further elaborated on the concept of intelligence as a building block for developing emotional competence which he defined as a learned capability based on emotional intelligence that result in outstanding performance at work. The emotional and social competencies, skills and facilitators referred to in the model are the five components and their related competencies. These components are: (a) The ability to recognize, understand and express emotion and feelings.(b) The ability to understand how others feel and relate with them.(c) The ability to manage and control emotions.(d)The ability to manage change, adapt and solve problems of a personal and interpersonal nature.(e) The ability to generate positive affect and be self-motivated.

REVIEW OF LITERATURE

"Design of an Instrument for Evaluating Emotional Intelligence among Professionals", (Aruna. R, Suganthi.L, Samuee, Anand.A,2011) The study investigated the person's behaviour and competency at work are related to that person's personality and his emotional intelligence. These two parameters define a person's ability to handle stress, work pressure etc. and help determine the performance levels and the sociability levels of the employee. An instrument for determining the emotional intelligence (El) level of individuals at work place has been designed and validated.

Vigoda-Gadot and Meisler (2010) surveyed 809 employees and managers to examine the effects of EI at work. They found that employees with a high level of EI are more dedicated and satisfied at work, making themselves valuable assets to their organizations. Those employees high in EI also tended to be lower in burnout and have fewer intentions to leave their current position.

Adeyemo, D.A (2008) explored that "Demographic Characteristics And Emotional Intelligence Among Workers In Some Selected Organizations". The study investigated the relationship between demographic variables and emotional intelligence among workers. The results show that gender and working experience have significant predictive effects on emotional intelligence. There was also significant difference in the emotional intelligence mean scores of male and female. The direction of difference was in favour of female. On the basis of the findings, it was recommended that organisational socialisation programme which encompass aspects of emotional intelligence should be mounted for new employees to compensate for inadequate experience and inexperience.

In Simard.C (2008) study, both men and women perceived dissonance between what it takes to be successful and who they were. Yet, a later study by Simard and Gilmartin (2010) found that women were comparable to men in having these attributes of success. For example, 77.8% of senior technical women stated they perceived themselves as analytical—similar to the proportion (84.6%) reported by their male colleagues. In addition, 77.8% of the women perceived themselves as questioning (compared to 77.1% of their male colleagues). Senior women also were significantly more likely to perceive themselves as working long hours and being more assertive than entry- to midlevel women.

OBJECTIVES OF THE STUDY

- 1. To assess the level of emotional intelligence of the female faculty working in colleges
- ${\bf 2.} \quad \ \ \, {\bf To \ study \ the \ factors \ associated \ with \ emotional \ intelligence \ of \ female \ faculty.}$
- 3. To find out if there is any association between the Personal factors and factors of Emotional Intelligence.
- 4. To study the personal profile of female faculty at colleges

RESEARCH METHODOLOGY

Descriptive research was used for this study. The study used primary data and it was collected through survey method. For collecting the data, questionarie was used as a main tool. The data have been collected purely on proportionate stratified sampling and the sample size is 150. The collected data have been categorized and processed manually and also through computer. The statistical technique used for the analysis include like Chi-square Analysis (Test of Independence), Method of variance (Anova), Karl Pearson correlation were employed. Weighted arithmetic mean was used to ascertain the level of emotional intelligence of female faculty in college.

LIMITATIONS OF THE STUDY

The sample size of the study is limited to 150 respondents residing in Gobichettipalayam taluk only. So the results may not be generalized to other places. The attitude of people tend to change time to time so sometime the present result may not give the correct future picture.

ANALYSIS AND INTERPRETATION ANALYSIS OF PERSONAL PROFILE SIMPLE PERCENTAGE ANALYSIS

Particulars	Details	Frequency	Percentage
Age	22-30	92	61.33%
	31-39	28	18.67%
	40-48	21	14%
	Above 48	9	6%
Marital Status	Single	81	54 %
	Married	67	44.67%
	Divorced	1	0.67 %
	Widow	1	0.67%
Number of dependents	None	25	16.67%
	One	47	31.33%
	Two	16	10.67%
	Three	9	6%
	four	53	35.33%
Income	Below Rs.10000	88	58.67%
	Rs.10000 - Rs.15000	34	22.67%
	Rs.15000 - Rs.20000	15	10%
	Rs.20000 - Rs.25000	11	7.33%
	Above Rs.25000	2	1.33%
Education qualification	UG	0	0%
	PG	55	36.67%
	M.Phil	74	49.33%
	Ph.D	21	14%
Designation	Lecturer	105	70%
	Assistant Professor	28	18.67%
	Senior professor	6	4%
	Principal	8	5.33%
(64 220) . 611	Director	3	2%

From above table, it could be inferred that most (61.33%) of the respondents belong to the age group of 22-30, majority (54%) of respondents are single, 44.67% of respondents are married, most (35.33%) of the respondents are have four dependents, many (58.67%) of respondents fall in the income group of below Rs.10000, majority (49.33%) of respondents qualification is M.Phil, that most (70%) of respondent's designation is lecturer.

TABLE - 1.1: CHI-SQUARE TEST

Factor	Calculated x ² value	Table value	D.F	Remarks
Marital status Vs Change tactics quickly according to circumstance change	11.34	7.815	3	Significant at 5% level
Age Vs Ability to help others to manage their emotions	2.26	5.507	8	Significant at 5% level
No of dependents Vs People's reaction are not noticed much	77.32	21.026	6	Significant at 5% level

From the above it could be inferred that the calculated value of chi-square is 11.34 higher than the table value (i.e.) 7.815, therefore the null hypothesis is rejected. This implies that there is significant relationship between the marital status and ability to change tactics quickly according to circumstances change. It could be inferred that the calculated value of chi-square is 2.26 less than the table value (i.e.) 15.507, therefore the null hypothesis is accepted. This implies that there is no significant relationship between the age of the respondents and ability to help others to manage their emotions. It could be inferred that the calculated value of chi-square is 77.32 higher than the table value (i.e.) 21.026, therefore the null hypothesis is rejected. This implies that there is significant relationship between the number of dependents and people reaction are not noticed much.

TABLE -2.1: EDUCATIONAL QUALIFICATION VS ORGANIZING THEIR WORK (One-way Anova)

Source of variation	Sum of Squares	٧	Mean squares
SSC =Between samples	1688	4	422
SSE = Within samples	1869	16	116.81
Total	SST = 3557	20	

Test statistic

F = 422 /116.81 = 3.61

For $v_1 = 4$, $v_2 = 16$ and for 2 = 0.05, the table value of F is $F_{0.05} = 3.01$

The calculated value is greater than the tabulated value so the null hypothesis is rejected. So, alternate hypothesis is accepted. As H_{1 is} accepted there is significance difference between educational qualification and organizing their work.

TABLE -2.2: AGE VS BEING NEUTRAL TILL GET TO KNOW A PERSON (One-way Anova)

Source of variation	Sum of Squares	٧	Mean squares
SSC =Between samples	1842.50	4	460.63
SSE = Within samples	2468.48	15	164.57
Total	SST = 4310.98	19	

Test statistic

F = 460.63 /164.57

= 2.80

For v_1 = 4, v_2 = 15 and for α = 0.05, the table value of F is $F_{0.05}$ =3.06

The calculated value is less than the tabulated value so the null hypothesis is accepted. As **H**₀ is accepted there is no significance difference between age and being on neutral state till get to know a person.

TABLE - 2.3: MARITAL STATUS VS WORRYING ABOUT THEIR PROBLEM OFTEN (One-way Anova)

Source of variation	Sum of Squares	٧	Mean squares
SSC =Between samples	1076.84	4	269.21
SSE = Within samples	2267	15	151.13
Total	SST = 3343.84	19	

Test statistic

= 269.21 / 151.13

= 1.76

For v_1 = 4, v_2 = 15 and for ? = 0.05, the table value of F is $F_{0.05}$ =3.06

The calculated value is less than the tabulated value so the null hypothesis is accepted. As Ho is accepted there is no significance difference between marital status and worrying about their problems often.

TABLE -2.4: DESIGNATION VS MAINTAIN RELATIONSHIP WITH COLLEAGUES (One-way Anova)

Source of variation	Sum of Squares	٧	Mean squares
SSC =Between samples	1061.03	4	265.26
SSE = Within samples	3784.80	20	189.24
Total	SST = 4845.83	24	

Test statistic

= 265.26 / 189.24

= 1.4

For $v_1 = 4$, $v_2 = 20$ and for 2 = 0.05, the table value of F is $F_{0.05} = 2.87$

The calculated value is less than the tabulated value so the null hypothesis is accepted. As H_{0 is} accepted there is no significance difference between designation and relationship with colleagues.

TABLE -3.1: BREAKING OBSTACLES MAKE THEM TO DELAY IN PERFORM VS HANDLING MULTIPLE DEMAND AND CHANGING PRIORITIES SMOOTHLY [KARL PEARSON CORRELATION]

	Opinion of the respondents				
Factors	Strongly agree	Agree	Neutral	Disagree	Strongly agree
Breaking obstacles make them to delay in performance	44	71	17	16	2
Handling multiple demands and changing priorities smoothly	49	95	1	5	0

= 30 = 30

 $= \xi dxdy / V \xi dx^2 * dy^2$

Hence, r = 0.96, it is inferred that there is positive relationship between breaking obstacles make them to delay in performance and handling multiple demands and changing priorities smoothly.

TABLE - 3.2: PEOPLE REACTION AREN'T NOTICED MUCH VS SATISFACTION ON WORK IF SOMEONE PRAISES ON IT[KARL PEARSON CORRELATION)

	Opinion of the respondents						
Factors	Strongly agree	Agree	Neutral	Disagree	Strongly agree		
People reaction are not noticed much	8	59	47	35	1		
Satisfaction on work if someone praises on it	33	48	26	26	17		

<u>х</u> у = 30 =30

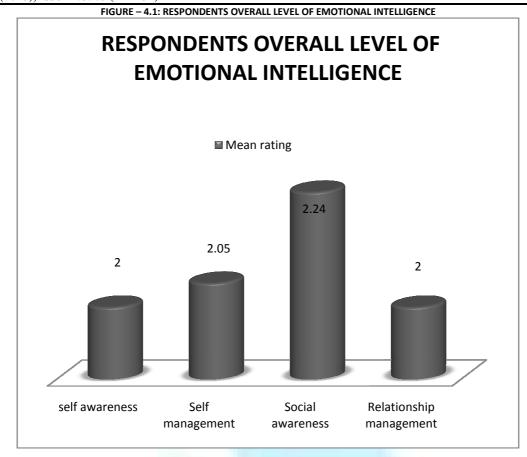
 $= \xi dxdy / V \xi dx^2 * dy^2$ $= 877 / \sqrt{1150.79}$

= 0.76

Hence, r = 0.76, it is clear that there is positive relationship between people reaction are not noticed much and satisfaction on work if someone praises on it.

TABLE - 4.1: RESPONDENTS OVERALL LEVEL OF EMOTIONAL INTELLIGENCE [WEIGHTED ARITHMETIC MEAN]

	FACTORS	POII	NT RATI	NG			WEIGHTED MEAN
S.No		1	2	3	4	5	
1.	I am often worried about problems	56	146	39	28	5	1.83
2.	I can think clearly and stay focused on the task under pressure	21	154	66	116	5	2.41
3.	I'm well organized in my work	74	152	0	0	0	1.51
4.	I pursue goals beyond what's required of me in my current job	10	164	174	0	0	2.32
5.	Obstacles and setbacks may delay me a little, but they don't stop me	44	142	51	64	10	2.07
6.	I'm aware of my moods and feelings	56	112	114	0	0	1.88
7.	When I resolve to achieve something. I run into obstacles that keep me from reaching my goals	33	164	102	4	0	2.02
8.	It's better to remain cold and neutral until you really get to know a person	18	208	81	4	0	2.07
9.	I'm able to admit my own mistakes	33	196	57	0	0	1.91
10.	I usually meet commitments and keep promises	12	124	192	48	0	2.51
11.	I can smoothly handle multiple demands and changing priorities	49	190	3	20	0	1.75
12.	I'm not satisfied with my work unless someone else praises it	33	96	78	104	85	2.64
13.	I regularly seek out fresh ideas from a wide variety of sources	14	226	69	0	0	2.06
14.	I'm always trying to learn how to improve my performance, including asking advice from people younger than me	69	120	45	24	0	1.72
15.	I can change tactics quickly when circumstances change	17	216	36	52	0	2.14
16.	Pursuing new information is my best bet for cutting down on uncertainty and finding ways to do things better	34	152	81	52	0	2.13
17.	I don't really take much notice of how people react to me	8	118	141	140	5	2.75
18.	I have good relationship with my colleagues	85	102	42	0	0	1.53
19.	I'm able to manage the conflict that occur with my colleagues	51	154	33	44	0	1.88
20.	I've good relationship with higher authority	41	150	51	68	0	2.07
21.	I understand people through their tone and voice	59	136	69	0	0	1.76
22.	Cutting through red tape and bending outdated rules are sometimes necessary	24	102	180	60	0	2.44
23.	I'm comfortable to work as team	51	138	45	0	75	2.06
24.	I'm able to help others to manage their emotions	53	94	45	96	55	2.29



On the whole social awareness is the prime factor in determining the level of emotional intelligence when compared to other factors like self awareness, self management and relationship management.

FINDINGS

It is found from chi-square test that , marital status affects the ability to change tactics quickly according to circumstance change and the number of dependents increases, the respondents ability to help others to manage their emotions increases. It is found from one-way anova that, significance difference between educational qualification and organization their work and no significance difference between age and ability to help others to manage their emotions marital status and worrying about their problems often . It is found from Karl Pearson Correlation that positive relationship exhibit between breaking obstacles makes them to delay in performance and smoothly handle multiple demands and changing priorities .from the weighted arithmetic mean it would be inferred that On the whole social awareness is the prime factor in determining the level of emotional intelligence when compared to other factors like self awareness, self management and relationship management.

SUGGESTIONS

- 1. 17.33% of the respondents agreed and 11.33% of respondents disagreed that they are not satisfied unless someone praises them. Receiving appreciation plays a major role in getting psychological satisfaction and performance improvement. Superiors may praise the faculty members whether they give a productive performance.
- 2. 8.6% disagreed with the ability to adopt the circumstance changes. The management has to train its faculty members be adaptable. This can be achieved by giving them training in handling unexpected situation and help them to develop their creativity.
- 3. 11.33% disagreed on maintaining relationship with higher authority. For getting moral support and improving efficiency, relationship with higher authority is essential. Necessary steps may be taken to improve relationship with higher authority.
- 4. 40% of the faculty members had neutral opinion on red tape and bending outdated rules are necessary. So red tappism may be mitigated some extent.
- 5. 10% of the respondents strongly disagreed that they comfortable to work as a team. Some steps may be taken for improving relationship with peer group.
- 6. 16% are disagreed and 7.33% are strongly disagreed to help others to manage their emotions. Employees should be helped to manage their emotions. Helping others to manage their emotion will help once to look into oneself and making efforts to control their emotions and overcome unwanted problems. This will help a lot in improving their emotional intelligence.

CONCLUSION

Emotional intelligence can make a big difference for both individual and organizational effectiveness. This study concludes that the level of emotional intelligence of female faculty members is good. Some of the dissatisfied areas like worried about their problems, getting satisfaction on work if someone praises it were identified. The faculty members can achieve maximum emotional intelligence, if those dissatisfied areas will be concentrated.

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