



## EMOTIONAL INTELLIGENCE AND WORK ATTITUDE: A STUDY ON PUBLIC SECTOR FIRMS IN KERALA

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### Abstract

*Emotional Intelligence reflects the ability to read and understand others in social contexts, to detect the nuances of emotional reactions, and to utilize such knowledge to influence others through emotional regulation and control. The present study investigates the linkage between emotional intelligence and work attitude among the managers and supervisors in Public Sector Firms in Kerala. The literature review revealed that emotionally intelligent people have an awareness of situations pertaining to themselves and beyond their own personal perspectives. They exhibit a positive attitude and self confidence. This study was conducted to examine empirically the extent to which, emotional intelligence contribute the work attitude of managers and supervisors in PSEs in Kerala. The sample comprised of 500 respondents of which 243 were Managers and 257 were supervisors working in Public Sector Firms in Kerala. Firms were selected on the basis of criteria such as number of managers and supervisors; and profitability. A structured questionnaire was administered among the respondents. Correlation statistics revealed that the dimensions of emotional intelligence (using emotions, managing emotions, and understanding emotions) were associated significantly and positively with work attitude. The results of linear regression analysis further confirmed the predictor nature of the dimensions of emotional intelligence for the positive attitude of managers and supervisors at their work. Results of the study strongly support that certain positive attitudes help employees to perceive organisational justice, to have more satisfaction, more commitment and to cope with stress and challenges at work.*

**Key Words: - Emotional Intelligence, Work Attitude, Public Sector Firms**

### 1. INTRODUCTION

Emotional intelligence is 'the ability to perceive emotions, to access and generate emotions so as to assist thought, to understand emotions and emotional knowledge, and to reflectively regulate emotions so as to promote emotional and intellectual growth' (Mayer & Salovey, 1997: 5)<sup>25</sup>. In other words, emotional intelligence taps into the extent to which people's cognitive capabilities are informed by emotions and the extent to which emotions are cognitively managed. Emotional Intelligence entails not just being able to manage one's own feelings, but also being able to manage the moods and emotions of others.

Research studies on emotions in organisational settings revealed that emotions play a critical part in defining a person- that is who he is, what he want to achieve and his effectiveness in managing his routes to success. Every word a person say , every decision he make and every action he take will have some kind of emotional impact and this impact could be both on himself and other people. The emotional response could be positive or negative, pleased, sad, strong or weak, supportive or disgust. Knowing when to follow our own and others' feelings and emotions, and when to ignore them, is a valuable attribute.

Emotional intelligence refers to a set of competencies, which direct and control one's feeling towards work and performance at work. The set of competencies is ability of an individual being to control and manage his or her mood and impulses, which contribute to best of situational outcomes (M Dileep Kumar 2006)<sup>8</sup>. Emotionally intelligent person engages in different emotion regulation in both self and others. This monitoring makes it possible for the individual to strategically manage emotion in self and others to produce the desired outcome in a given situation. The person who can differentiate emotions can cope with them more effectively (Barret & Gross 2001)<sup>4</sup>.

Attitudes are evaluative statements either favourable or unfavourable concerning objects, people, or events. They reflect how one feels about something. People at work basically want satisfaction; the feeling that they are contributing positively to the workplace. The attitude determines how well people do a job. Ashkanasy and Hooper (1999)<sup>2</sup> utilized the proposition that affective commitment towards other people is a necessary component of social interaction and argued that the showing of positive emotions is associated with a high likelihood of success at work.

The present study investigates the linkage between emotional intelligence and work attitude among the managers and supervisors in Public Sector Enterprises (PSEs) in Kerala. The literature review revealed that emotionally intelligent people



have an awareness of situations pertaining to themselves and beyond their own personal perspectives. They exhibit a positive attitude and self confidence. This will help people to recognize a beneficial opportunity, take advantage of an encouraging event, which generates more chances to broaden horizons and embrace new experiences.

## 2. LITERATURE REVIEW

Emotional intelligence has its roots in studies of “social intelligence” in 1920 by Thorndike. Thorndike (1920:228)<sup>31</sup> firstly defined social intelligence as “the ability to understand and manage men and women, boys and girls -- to act wisely in human relations.” Thorndike includes Interpersonal and Intrapersonal intelligence in his social intelligence theory. Following Thorndike, Gardner (1983)<sup>13</sup> included social intelligence as one of the seven intelligence domains in his theory of multiple intelligences. According to Gardner, social intelligence is comprised of a person’s interpersonal and intrapersonal intelligences. Intrapersonal intelligence relates to one’s intelligence in dealing with oneself, and is the ability to “symbolize complex and highly differentiated sets of feelings.” In contrast, interpersonal intelligence relates to one’s intelligence in dealing with others and is the ability to “notice and make distinctions among other individuals and, in particular, among their moods, temperaments, motivations and intentions” (p. 239).

Psychologists, Salovey and Mayer, first formally identified the term “Emotional Intelligence - EI” in 1990. Salovey and Mayer (1990:189)<sup>28</sup> defined EI as “the subset of social intelligence that involves the ability to monitor one’s own and others’ feelings and emotions, to discriminate among them and to use this information to guide one’s thinking and actions.” Goleman (1995)<sup>15</sup> adopted Salovey and Mayer’s definition, and proposed that EI involves abilities that can be categorized as self-awareness, managing emotions, motivating oneself, empathy, and handling relationships.

Goleman has published best-sellers on emotional intelligence (1996, 1998)<sup>16&17</sup>. He suggested that emotional intelligence is composed of self-awareness, self-management, social awareness and social management (1998)<sup>17</sup>. Hence, emotional intelligence allows individuals to not only recognize their own emotions in and outside of strictly intellectual situations, but also to recognize the emotions of others. As people understand their emotions and those of others, they are then able to better control and/or regulate those emotions.

Zeidner, Matthews and Roberts (2004)<sup>32</sup> stated that emotional intelligence "designates the potential to become skilled at learning certain emotional responses ... that can determine a person's potential for learning practical job-related emotional and social skills" (p. 377). The ability to emotionally gauge oneself and one's coworkers fosters the necessary social skills to succeed in a professional context. Emotional intelligence helps create a positive sense of well-being and thereby enhanced performance outcomes (Druskat, Sala & Mount,2006)<sup>9</sup>.

Goleman, Boyatzis and McKee (2002)<sup>19</sup> emphasized that leaders should lead with emotional intelligence. In their National bestseller, *Primal Leadership*, they focused on two competence of emotional intelligence: personal competence and social competence.

Emotional intelligence plays a large role in shaping individuals. Goleman (1998)<sup>17</sup> and (1999)<sup>18</sup> explained that emotional intelligence creates passion, confidence, friendliness, motivation, pride, and energy in individuals. The ability to transmit these same emotions to others offers emotionally intelligent people advantages over others in interpersonal and organizational contexts. Zeidner, Matthews and Roberts claimed that people of higher emotional intelligence succeed at communicating their goals, ideas, and intentions in more interesting and assertive manners. They suggested that emotional intelligence is related to the social skills necessary for teamwork. Together, these abilities contribute to a satisfying personal and professional life.

Emotions can influence thought processes by promoting different information processing strategies (Forgas, 1995; Schwarz, 1990)<sup>10</sup>. For example, positive emotions tend to promote heuristic processing (Schwarz, 1990)<sup>30</sup> and may be useful for creative tasks (Isen et al., 1987)<sup>22</sup> and short-term memory tasks (Gray, 2004)<sup>20</sup>, whereas negative emotions promote deeper processing (Bless et al.,1990; Schwarz, 1990)<sup>5&30</sup> and better spatial task performance (Gray, 2004)<sup>20</sup>. Abrams (1997)<sup>1</sup> “Managing your emotions” Feeling does not mean dramatizing, it simply means feeling. By doing so, you’ll develop a more positive and inviting attitude, stay healthier and happier, and improve every one of your relationships, including the most important, the one with yourself.

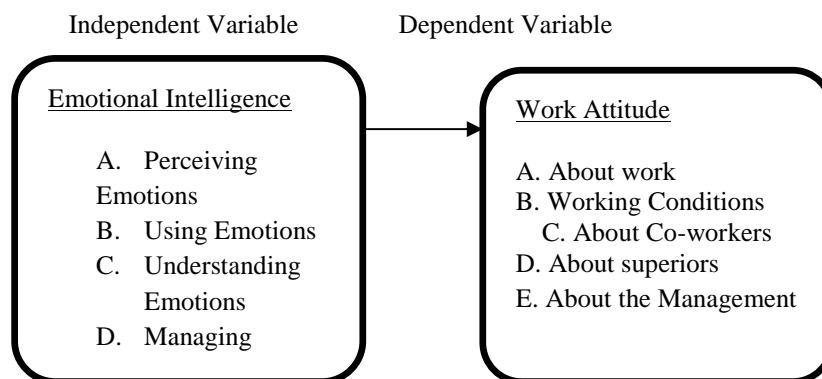


Emotions have a purpose. If positive emotions help a person to thrive, negative emotions can also help a person to survive. Emotions can be useful in terms of directing attention to pressing concerns and signalling what should be the focus of attention (Frigda, 1988; George & Brief, 1996)<sup>12 & 14</sup>. Emotions can be used in choosing among options and making decisions; being able to anticipate how one would feel if certain events took place can help decision makers choose among multiple options (Damasio, 1994)<sup>7</sup>. Emotions can be used to facilitate certain kinds of cognitive processes. As mentioned earlier, positive moods can facilitate creativity, integrative thinking, and inductive reasoning, and negative moods can facilitate attention to detail, detection of errors and problems, and careful information processing (Isen et al., 1985, 1987; Salovey et al., 1993; Sinclair & Mark, 1992)<sup>21, 22, 27 & 29</sup>. Finally, shifts in emotions can lead to more flexible planning, the generation of multiple alternatives, and a broadened perspective on problems (Mayer, 1986; Salovey & Mayer, 1989–90)<sup>24 & 28</sup>. When people are in positive moods, for example, they tend to be more optimistic and perceive that positive events are more likely and negative events are less likely; when people are in negative moods they tend to be more pessimistic and perceive that positive events are less likely and negative events are more likely (Bower, 1981; Salovey & Birnbaum, 1989)<sup>6 & 26</sup>. People in positive moods also tend to have heightened perceptions of their future success and self-efficacy (Forgas et al., 1990; Kavanagh & Bower, 1985)<sup>11 & 23</sup>. By evaluating the same opportunities and problems in varying mood states, a broad range of options will be brought to mind and considered. Emotional intelligence entails using emotions for these purposes.

All these pioneering definitions lead to conclude that EI is important in shaping one's personality, behaviour, attitude, style, and abilities.

### 3. CONCEPTUAL FRAME WORK

Based on the literature findings, the conceptual framework was constructed to show the relationship between independent variable and dependent variable.



### 4. RESEARCH METHODOLOGY

#### 4.1. Objective of the study

The primary objective of this study was to describe the relationship between Emotional intelligence and work attitude of Managers and supervisors in Public sector firms in Kerala. The objectives of the study include:

- i. To establish the effect of demographic variables on emotional intelligence factors.
- ii. To understand the relationship between emotional intelligence and work attitude.
  - a. To give suggestions to attain better work outcome of managers and supervisors through improved emotional intelligence.

#### 4.2. Hypotheses

- H1: There is no significant difference between age and emotional intelligence of managers and supervisors.  
 H2: There is no significant difference between gender and emotional intelligence of managers and supervisors.  
 H3: There is no significant difference between designation and emotional intelligence of managers and supervisors.  
 H4: There is no significant difference between total service and emotional intelligence of managers and supervisors.  
 H5: There is no significant difference between qualification and emotional intelligence of managers and supervisors.  
 H6: There is no significant relationship between emotional intelligence factors and work attitude.



#### 4.3. Variables

From the review of literature the following variables were identified for the study. Emotional intelligence factors include perceiving emotions, using emotions, understanding emotions and managing emotions. Work attitude factors include the attitude of managers and supervisors about their work, working conditions, co-workers, superiors and about the management.

#### 4.4. Research Design

A descriptive research approach was adopted for this study, in order to satisfy the research objectives. Primary and secondary data were used for this study. In order to obtain the primary data, a self-administered questionnaire was used. Journal articles, books and magazines were used in order to obtain the secondary data. This research design describes the state of affairs as it exists at present.

#### 4.5. Sample and Data Collection

The target population for this investigation included respondents from public sector firms in Kerala. Data were collected from 243 managers and 257 supervisors of public sector firms with the help of a structured questionnaire. Public sector firms were selected from three regions (northern region, central region and southern region) of Kerala keeping in mind the number of managers and supervisors working in the firms. Judgment sampling was used to select the respondents from selected firms. The following table summarises the identification of Public Sector Firms.

**Table - 1. Sample Selection**

Region	Criteria		No. of firms	Population	Firms selected	No.of respondents	
South	Manufacturing	Profit	13	Managers-589 Supervisors-761	1	21 27	
		Loss	11	Managers-182 Supervisors-690	1	7 25	
	Service	profit	24	Managers-4275 Supervisors-1328	1	154 48	
		Loss	14	Managers-392 Supervisors-2169	1	14 78	
	Central	Manufacturing	Profit	9	Managers-315 Supervisors-367	1	12 13
			Loss	7	Managers-150 Supervisors-188	1	6 7
Service		profit	3	Managers-610 Supervisors-1277	1	22 46	
		Loss	5	Managers-114 Supervisors-272	1	4 10	
North		Manufacturing	Profit	2	Managers-24 Supervisors-17	1	1 1
			Loss	4	Managers-84 Supervisors-34	1	3 1
	Service	profit	nil				
		Loss	nil				
Total			92	13838	10	500	

Source: Survey data

#### 4.6. Questionnaire

The questionnaire used for this study consists of three sections. Section A was intended to collect the demographic data of the respondents. Section B and C consist of statements related to emotional intelligence and work attitude factors. A five point Likert scale was used to record the response. The study compared the effect of emotional intelligence on work attitude of managers and supervisors. Thirty four close ended items have been used to measure EI variable. Cronbach's alpha revealed



that overall reliability of this variable is 0.914. Seventeen close ended items have been used to measure work attitude variable. Cronbach's alpha revealed that overall reliability of this variable is 0.840.

#### 4.7. Instruments and Measures

Descriptive statistics were calculated. Babbie, Earl R. (2009)<sup>3</sup> stated that descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data. Specifically descriptive statistics such as frequency distribution were calculated to summarize the sample data distribution.

In order to analyse the data SPSS 21 Statistics was used. To find out the relationship between the variables of the study Pearson's correlation analysis, Regression and ANOVAs were used.

### 5. Analysis and Interpretation

#### 5.1 Demographic features of respondents

**Table - 2. Demographical Features**

Characteristics	Frequency	Percent
Age group		
<30	75	15
31-40	187	37.4
41-50	138	27.6
51-60	100	20
Gender		
Male	370	74
Female	130	26
Designation		
Supervisors	257	51.4
Managers	243	48.6
Total Service		
<10	115	23
11-20	190	38
21-30	185	37
>30	10	2
Qualification		
UG	173	34.6
PG	203	40.6
Professional	124	24.8

Source: Survey data

74 % of the respondents are male. Highest percentage of respondents (37.4%) belongs to the age group of 31 to 40. 51.4% of respondents belongs to the supervisory category. 38% of the respondents has 11 to 20 years of service and another 37% has 21 to 30 years of service. Educational qualification of 40.6% of the respondents is post-graduation.

#### 5.2. Relationship between Emotional Intelligence and age group of managers and supervisors

In order to find out the significant relationship between four emotional intelligence factors and age group of managers and supervisors one way ANOVA was performed.



		Sum of Squares	df	Mean Square	F	Sig.
Perceiving emotions	Between Groups	13.958	3	4.653	4.110	.007
	Within Groups	561.479	496	1.132		
	Total	575.438	499			
Using emotions	Between Groups	11.513	3	3.838	2.106	.049
	Within Groups	903.954	496	1.822		
	Total	915.467	499			
Understanding emotions	Between Groups	12.354	3	4.118	3.594	.014
	Within Groups	568.316	496	1.146		
	Total	580.669	499			
Managing emotions	Between Groups	10.099	3	3.366	2.010	.112
	Within Groups	830.847	496	1.675		
	Total	840.946	499			

Source: Survey data

From the above table it is clear that the p value is less than .05 for perceiving emotions, using emotions and understanding emotions and hence  $H_0$  is rejected. Hence there is significant relationship exist between age group of managers and supervisors and emotional intelligence factors of perceiving emotions, using emotions and understanding emotions.

### 5.3. Relationship between emotional intelligence and Gender of respondents

		Sum of Squares	df	Mean Square	F	Sig.
Perceiving emotions	Between Groups	1.770	1	1.770	1.537	.216
	Within Groups	573.667	498	1.152		
	Total	575.438	499			
Using emotions	Between Groups	.217	1	.217	.118	.731
	Within Groups	915.250	498	1.838		
	Total	915.467	499			
Understanding emotions	Between Groups	.374	1	.374	.321	.571
	Within Groups	580.295	498	1.165		
	Total	580.669	499			
Managing emotions	Between Groups	.742	1	.742	.440	.508
	Within Groups	840.204	498	1.687		
	Total	840.946	499			

Source: Survey data



The table shows that p value is greater than .05.  $H_0$  is accepted. Hence there is no significant relationship exist between gender of managers and supervisors and the factors of emotional intelligence.

#### 5.4. Relationship between emotional intelligence and designation of respondents

		Sum of Squares	df	Mean Square	F	Sig.
Perceiving emotions	Between Groups	.120	1	.120	.104	.747
	Within Groups	575.317	498	1.155		
	Total	575.438	499			
Using emotions	Between Groups	.454	1	.454	.247	.620
	Within Groups	915.013	498	1.837		
	Total	915.467	499			
Understanding emotions	Between Groups	3.975	1	3.975	3.433	.065
	Within Groups	576.694	498	1.158		
	Total	580.669	499			
Managing emotions	Between Groups	.062	1	.062	.037	.848
	Within Groups	840.884	498	1.689		
	Total	840.946	499			

Source: Survey data

The table shows that p value is less than .05 for the factor of understanding emotions. Other factor's p value is greater than .05 and hence  $H_0$  is accepted. Hence there is no significant relationship exist between designation of respondents and emotional intelligence.

#### 5.5. Relationship between emotional intelligence and total service of managers

		Sum of Squares	df	Mean Square	F	Sig.
Perceiving emotions	Between Groups	11.378	3	3.793	3.335	.019
	Within Groups	564.059	496	1.137		
	Total	575.438	499			
Using emotions	Between Groups	11.345	3	3.782	2.075	.103
	Within Groups	904.122	496	1.823		
	Total	915.467	499			
Understanding emotions	Between Groups	14.783	3	4.928	4.319	.005
	Within Groups	565.887	496	1.141		
	Total	580.669	499			
Managing emotions	Between Groups	7.480	3	2.493	1.484	.218
	Within Groups	833.466	496	1.680		
	Total	840.946	499			

Source: Survey data

From the above table it is clear that the p value is less than .05 for perceiving emotions and understanding emotions and hence  $H_0$  is rejected. Hence there is significant relationship exist between service of managers and supervisors and emotional intelligence factors of perceiving emotions and understanding emotions.

#### 5.6. Relationship between emotional intelligence and Qualification

		Sum of Squares	df	Mean Square	F	Sig.
Perceiving emotions	Between Groups	3.483	2	1.741	1.513	.221
	Within Groups	571.955	497	1.151		
	Total	575.438	499			



Using emotions	Between Groups	5.807	2	2.903	1.586	.206
	Within Groups	909.660	497	1.830		
	Total	915.467	499			
Understanding emotions	Between Groups	1.141	2	.571	.489	.613
	Within Groups	579.528	497	1.166		
	Total	580.669	499			
Managing emotions	Between Groups	.261	2	.131	.077	.926
	Within Groups	840.685	497	1.692		
	Total	840.946	499			

Source: Survey data

Here also the p value is greater than .05 and  $H_0$  is accepted. Hence there is no significant relationship exist between qualification and emotional intelligence of respondents.

### 5.7. Relationship between emotional intelligence factors and work attitude.

Bivariate analysis has been carried out in order to study the relationship between dependent and independent variables. For bivariate analysis both correlation and regression were used.

Hypothesis six examined the association and the nature of relationship between work attitude and the four dimension of emotional intelligence.

**Table 8 Correlations**

		Perceiving emotions	Using emotions	Understanding emotions	Managing emotions	Work attitude
Perceiving emotions	Pearson Correlation	1	.287**	.217**	.258**	.605**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	500	500	500	500	500
Using emotions	Pearson Correlation	.287**	1	.179**	-.011	.472**
	Sig. (2-tailed)	.000		.000	.806	.000
	N	500	500	500	500	500
Understanding emotions	Pearson Correlation	.217**	.179**	1	.202**	.441**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	500	500	500	500	500
Managing emotions	Pearson Correlation	.258**	-.011	.202**	1	.394**
	Sig. (2-tailed)	.000	.806	.000		.000
	N	500	500	500	500	500
Work attitude	Pearson Correlation	.605**	.472**	.441**	.394**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	500	500	500	500	500

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Survey data.

Analysis of the data resulted from the Pearson correlation analysis, indicates that as expected work attitude is positively correlated with the four component of emotional intelligence and the association is significant at the 0.01 level, indicates that the association is highly significant and the relationship is positive. The correlation analysis also reveals that the association





is highly significant and the strength of the association between independent and dependent variables are very strong between work attitude and the four component of emotional intelligence. The value of coefficient (r) determines the strength of the association and is very strong and positive between perceiving emotions and work attitude (.605). However as compare to perceiving emotions the association is somewhat at moderately strong between using, understanding, managing and work attitude (.472), (.441), (.394) respectively. Therefore  $H_0$  is rejected.

**Regression Analysis**

<b>Table.9 Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 <sup>a</sup>	.596	.593	.61098
a. Predictors: (Constant), managing emotions, using emotions, understanding emotions, perceiving emotions				

Source: Survey data

The table illustrates that value of R square is .596 which is equal to 59.6%. This means that independent variable that is Emotional intelligence of managers and supervisors is accounting for 59.6% of variation in the dependent variable (work attitude).

<b>Table 10.ANOVA</b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	272.354	4	68.089	182.397	.000 <sup>b</sup>
	Residual	184.783	495	.373		
	Total	457.137	499			
a. Dependent Variable: work attitude						
b. Predictors: (Constant), managing emotions, using emotions, understanding emotions, perceiving emotions						

Source: Survey data

$F(4, 495) = 182.3977; P < 0.01$

From the table given above, it is seen that, the value of p is less than 0.01. Hence the overall effect of this independent variable (Emotional intelligence) is highly significant. Therefore, the study can generalise the results of sample to predict for the entire population.

**6. DISCUSSION**

The study analysed the effects of demographical variables on emotional intelligence. The test result shows that there is a significant relationship between the demographical variables such as age and total service of managers on their emotional intelligence. But the variables like gender, designation and qualification of managers and supervisors do not have significant relationship on emotional intelligence. Emotional intelligence has four elements: perceiving emotions, using emotions, understanding emotions, and managing emotions. Emotional intelligence helps the managers and supervisors to control emotions by the application of reason. People who are able to control their emotions are more likely to contribute to organisation in a healthy way. The result of correlation coefficient and regression revealed that emotional intelligence of managers and supervisors is significantly related with their attitude of work. The study results provide sufficient evidence for the fact that emotional intelligence, measured as a set of abilities is associated positively with the work attitude. By having clear role of emotional intelligence, managers and supervisors in public sector organisation can increase the job commitment, loyalty and growth of organization.

**6.1. Implications of the study**

From the study it is revealed that there is strong correlation between emotional intelligence and work attitude of managers and supervisors in public sector firms in Kerala .So it is better that the company should add a soft skills category as part of its performance appraisal method. Managers and supervisors success is not only based on reaching the targets, but also on the development of his or her team and their interactions with others.



It is also desirable that since emotional intelligence has significant impacts on work attitude, the managers and supervisors should be coached on emotional intelligence skills.

## 6.2. Recommendations for future studies

Further studies can include larger and broader samples that are more representative of the population, examining other factors of workplace outcomes such as interpersonal interaction, performance management, organisation citizenship behaviour, employee motivation, decision making process, stress management etc.

## 7. CONCLUSION

Emotional intelligence is related to outcomes and informs ones choices and decisions. Through the experience of playing against the emotions managers and supervisors can develop winning strategies. Those who have well developed emotional competencies may have advantage over others to better manage people, relationships, roles etc for their own psychological wellbeing as well as organisational productivity. Emotionally intelligent people are able to derive positive value from negative emotions and have developed techniques to do so. Results of the study strongly support that certain positive attitudes help employees to perceive organisational justice, more satisfaction, more commitment and to cope with stress and challenges at work. Even in bereavement employees with a positive approach adapt quicker to their loss and set new goals and objectives.

Emotionally intelligent executives come across as stable, grounded people with an awareness of situations pertaining to themselves and beyond their own personal perspective. They exhibit a positive attitude and self confidence. This will help the employees to recognize a beneficial opportunity, take advantage of an encouraging event, which generates more chances to broaden horizons and embrace new experiences.

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