



THE ROLE OF EMOTIONAL INTELLIGENCE ON WOMEN LEADERS PERFORMANCE – A STUDY WITH SPECIAL REFERENCE TO IT PROFESSIONALS

Dr.K.Ramesh* Mrs.M.Bhuvaneshwari**

**Professor, PG and Research Department of Commerce, K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode, Namakkal.*

***Ph.D. Research Scholar, K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode, Namakkal.*

Abstract

Emotional intelligence is the hidden trait of all individuals which has been easily developed. Accordingly, EI skill is essential to compose the women leaders' performance effectively. The main Objective of the study is to assess the emotional intelligence among IT professionals. The study is based on empirical and analytical in Nature. A well-structured questionnaire was framed and the data was collected through Google forms. A Random sampling method was used and the sample encompasses 120 women employees engaged in IT companies. The sampling units taken for this study are from Chennai and Coimbatore. Data analysis is done by using graphs and tables which are analysed through MS. Excel and SPSS. Key findings revealed that weighted average rank analysis shows that 'Motivating' has got the first rank in the factors of Emotional intelligence among women leaders of IT Professionals. Major suggestion is that Steps by higher administrative authorities of IT professional should be arranged well equipped EI training programmes, awareness programmes, EI competency workshop for the women leaders to uplift their personal and professional success. So, the awareness among all the women leaders of IT professionals should be blown up. EI skill helps every women leader to learn more about their subordinates, which facilitates them to be added susceptible to their requirements.

Keywords: Emotional Intelligence, Women Leaders Performance, Women Employee, Motivation, IT Professional.

Introduction

In today's highly competitive world, many Indian organisation faced a big complexity is labour turnover. The labour turnover is caused by several factors, some may be controllable and some may not be controllable. The most common causes of labour turnover are employee dissatisfaction. Every organisation use multi tactics to satisfy their employees in the way of Salary, Leave, allowances, awards, rewards and promotion. Even with these types of incentives, it is very difficult to retain a few employees. A key factor is leadership effectiveness. Any organisation, whether manufacturing industry or service industry or any government agency needs leaders to assist direct the way. Leadership qualities are one of the best solutions for all this type of challenges in the present era. Leadership plays a very important part in the success of any organisation. In the absence of effective leadership, no organization can work competently. Leadership is proceeding of guiding a group or person to attain a certain goal through direction and motivation. Leaders support others to manage the actions they have to succeed. Likewise Leaders faced renewed challenges in 2020. Running a business and leading a group has never been simple. The most important functions of the leader's positions were asked also to build relationships, reduce team stress, defuse conflict and improve job satisfaction, Improve communication, management, problem-solving, and relationships within the workplace. These all qualities comprise of one factor, which is none other than, Emotional Intelligence. Emotional intelligence is the capability to identify and control one's emotions and recognize the emotions of others. In Gender divide, women tend

to easily emotional type. Many kinds of the literature suggest that emotionally Intelligent leaders are thought to be happier and more committed to their organization achieve greater success, perform better in the workplace, acquire benefit of and use positive emotions to envision foremost improvements in organizational functioning, and use emotions to develop their decision making and implant a sense of enthusiasm, trust, and cooperation in other employees through interpersonal relationships. The emotional intelligence of both the leader and the follower plays integral roles in the workplace. Hence the present study gives a deep conceptual theory about the major the role of emotional intelligence on women leaders' performance – a study with special reference to IT professionals.

Research Problem

In the past traditional method gender partialities quiet rested men in leadership roles and women in supportive roles. But in the present fiscal situation this concept is being twisted upside down. In the recent 20th century, women have left their footprints in everywhere and all the fields like men. Women swell modernization to companies by providing new insights and problem-solving solutions to male-dominated diligences. By comprising added women in leadership roles, companies see growth as competent woman talent seeks out role models they aspire to be like. As we know that working women are multi –tasking and having dual responsibilities. Women leaders face challenges like stereotypes and unequal treatment as they try to climb the corporate ladder and secure leadership positions in their organizations. For many women, these challenges make it difficult for them to reach their full career potential. Hence the present study focuses on how emotional intelligence skill will help to develop success in their career of each of the women leader in the field of IT professionals.

Objectives of The Study

1. To examine the socio-economic profile of the women leaders in IT professional.
2. To find out the factors concomitant with women leaders on Emotional Intelligence.
3. To offer valuable suggestions for the enhancement of EI skill among women leaders in IT professional.

Research Methodology

In general, Research methodology is a way to systematically solve the research problem. The present research study is an empirical and analytical in nature. The study is accomplished with the help of structured questionnaire circulated among the top position of women employees in the IT field. In our study we used structured questionnaire for collecting primary data with the support of Google form. The sample size was conformed to 120 women employees engaged in selected IT companies. The sampling units taken for this study are from Chennai and Coimbatore. Probability sampling is where simple random sampling is used for collecting the data, where respondents are selected as per my wish and my convenience. Secondary data used for review of literature include the research publications which are enclosed in the references. Data analysis is done by using graphs and tables which are analysed through MS. Excel and SPSS.

Analysis and Interpretation

Percentage Analysis

Table No. 1 : Socio-Economic Profile

Demographic Factor	Classifications	Frequency	Percentage
Age	Below 30 years	29	24.16
	30 - 35 years	36	30
	36 – 40 years	33	27.5
	Above 40 years	22	18.34
	Total	120	100
Educational Qualification	Undergraduate	73	60.83
	Post Graduate	47	39.17
	Total	120	100
District	Chennai	81	67.5
	Coimbatore	39	32.5
	Total	120	100
Designation	Trainer	22	18.33
	Senior Software Developer	19	15.83
	Project Manger	34	28.33
	Technical lead	27	22.5
	Team Coordinator	18	15.01
	Total	120	100
Years of experience	Below 5 Years	12	10
	6– 10 Years	37	30.83
	11- 15 Years	24	20
	16 – 20 Years	21	17.5
	Above 20 years	26	21.67
	Total	120	100
Marital status	Married	56	46.7
	Unmarried	29	24.1
	Divorced/Separated	13	10.8
	Widow	22	18.4
	Total	120	100
Annual income	Below Rs.2,50,000	22	18.33
	Rs.2,50,001 – 5,00,000	49	40.83
	Rs.5,00,001 – 7,00,000	26	21.7
	Above Rs.7,00,000	23	19.14
	Total	120	100

Source: Primary data

From the above table divulged that, 30 % of the respondents were between the age group of 30 – 35 Years. 60.83 % of the respondent's educational qualification is UG degree. 67.5 % of the respondents were belonging to Chennai District. 28.33 % of the respondents Designation are Project manager. 30.83 % of the respondents Years of experience between 6 – 10 years. 46.7 % of the respondents were married. 40.83 % of the respondents Annual Income were Rs.2,50,001 – 5,00,000.

Table No. 2 : House hold Activities and Taking care of children

S.No	Particulars	Frequency	Percentage
1.	Myself	39	32.5
2.	Husband	26	21.67
3.	Family member's	21	17.5
4.	Maid / servants / Day care centers	34	28.33
Total		120	100

Source: Primary data

From the table reveals that, 32.5 % of the respondents are doing their house hold activities and taking care of children by themselves, 28.33% of the respondents are appointed maid for doing house hold activities and taking care of children, 21.67% of the respondents house hold activities and taking care of children are done by their husband, 17.5 of the respondents house hold activities and taking care of children are done by their family members.

Weighted Average method

Table No. 3 : Factors of Emotional Intelligence

S.No	Variables	Mean Score	Rank
1	Self-Awareness	12.51	4
2	Managing Emotions	11.73	5
3	Motivating	13.55	1
4	Empathy	13.24	2
5	Social Skill	13.15	3

Source: Primary data

From the above table reveals that, 'Motivating' has got the first rank in the factors of EI. 'Empathy' and 'Social Skills' has got the second and third rank respectively. Subsequently, the fourth rank got the 'Self Awareness'. Finally, 'Managing emotion' has got the least rank in the factors of EI. Therefore, the majority of the respondents indicate that, 'Motivating' is the key factor, which articulates motivating themselves as well as others.

Results

The majority of the respondent's age group is 30 – 35 Years (30%) and their educational qualification is UG degree (60.83%), Most of the respondents were belongs to Chennai District (67.5 %), Most of the respondents Designation are Project manager (28.33%), and their Years of experience between 6 – 10 years (30.83%), as well the majority of the respondents have got married (46.7%), and their Annual Income were 2,50,001 – 5,00,000 (40.83%). Most of the women leaders (32.5%) are doing their house hold activities and taking care of children by themselves. Weighted average rank analysis shows that 'Motivating' has got the first rank in the factors of Emotional intelligence among women leaders of IT Professionals.

Conclusion and Recommendations

Based on the Findings of the study, noted that Self-awareness and managing emotions has got the least position in the cluster of the EI factor. Since Emotional intelligence is more important for a blissful and productive life. According to Daniel Goleman (1995), IQ contributes about 20 % to success in every life whereas 80% of success depends on the concept of EI. Leaders with high EI skill are more efficient. If a leader with low self – awareness skill, which may struggle to recognise and comprehend own emotions and thoughts, which lead to complexity in regulating behaviour and make sound decisions. Besides the study pointed out that, there is a negative result of some of the women leaders cannot managing their emotions. Emotional intelligent people can help handle stressful situations and get better negotiation and conflict resolution. Hence the researcher suggested that Steps by higher administrative authorities of IT professional should be arranged well equipped EI training programmes, awareness programmes, EI competency workshop for the women leaders to uplift their personal and professional success. So, the awareness among all the women leaders of IT professionals should be blown up. EI skill helps every women leader to learn more about their subordinates, which facilitates them to be added susceptible to their requirements.

Scope For Further Study

1. Further the study can be done by making a comparative study on Male and Female employees of IT Professionals.
2. The study can be carried out by an outsized sample for healthier understanding of EI factor among IT professionals.
3. Besides the study can be done by taking a comparative study on more than two districts.

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