A RESEARCH ON EMOTIONAL COMPETENCE OF SALES PEOPLE IN ORGANIZED RETAIL IN AHMEDABAD CITY

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INTRODUCTION

Much of the literature and research advocate that moods, feelings, emotions, sentiments play a central role in cognitive processes and actions. It has been known from research that feelings have strong tendencyto influence the opinions that people make.

Nevertheless, in the last few decades, emotions have begun to be acceptable within western psychology both as inherent to logical and to moral proceedings. Studies on the biology of the brain have recognized, that the human brain is not capable of making 'rational' decisions without orientation to its emotional reaction (Turner & Stets, 2005, p. 22)

LITERATURE REVIEW

A research over 1,400 Chief Financial Officers observed that advancement in technology is amplifying the quickness of interpersonal communications, exposing employees who have interpersonal skills and revealing those who lack these skills to wider audiences (Messmer, 1999). The flair of interpersonal communication (Anantatmula, 2008); Brill et al., (2006)(Henderson, 2008)(Kendra & Taplin, 2004)(Moorhead && Griffin, 2001); (PMI, 2008), motivation (DiVincenzo, 2006)(Gehring, 2007)(Pfeffer, 1998), conflict management (Anantatmula, 2008; Pinto &Kharbanda, 1995), and problem solving (Brill, Bishop, & Walker, 2006)are the subject matter in the project management research.These factors were utilized in the Project Manager Interpersonal Competency Inventory (PMICI) for the study, and the scales were developed by coding themes in the foremost models and theories of each domain For instance, communication skill scales were assessed on encoding, decoding, interference, and medium. Accompanying proof indicate that ECI have a distinct correlation with these interpersonal factors ((Henderson, 2008) (Leban, 2003) (Malek, 2000) (Mayer & Salovey, 2004); (Singh, 2007) offering an opportunity for progression and utilization.

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Fresh studies unfolding the connection between emotional competence and project manager interpersonal proficiencies are central in the development of both as it enlighten the prospective exchange.

Malek (2000) instituted that populace with superior EC are expected to settle conflict efficiently and successfully using more shared styles for solving disputes. Sy and Cote (2004) indicated that people with high EC outperform in managing the clashing circumstances, coping their own emotions, and lining up with the group targets. Goleman ((1998a)) citied conflict management as a measure within EI tool, which is the ECI. Whereas these illustrations do not clearly look at project managers or, particularly, EI, a case exists that a relationship of some kind may be present.

The EC of a person has been described to possess some connection with organizational learning (Singh, 2007), managerial perception ((Matzler, Bailom, & Mooradlan, 2007), and performance within stipulated time (Newsome, Day, & Catano, 2000)Emotions induce decision-making practice (Milivojevich, 2006)(Sy & Cote, 2004). These studies grant a bunch of findings signifying that superior EI assessment scores might upshot higher problem-solving aptitude.

A fundamental basis of the research was that person's adaptation to organizational change requires integrating both emotional and cognitive aspects. A literature hunt discloses that not much conjectural or empirical work has been carried out investigating the significance of emotional competence in supporting persons to manage with institutional change. Studies have been done on related topics such as person's emotional response to the circumstances that may or may not be a outcome of institutional change. For example, Jordan and his equals (Jordan et al. (2002) claim those emotionally competent employees manage better with job uncertainty that may or may not be the result of organizational revolution. Ashkanasy et al. (2004,) illustrate the benefits of emotionally competent people in managing stress at the job place and figure out one of the potential reasons of stress to be organizational change, while Elliot, Watson, Goldman and Greenberg (2004) recognized the significance of emotional manifestation as a technique for people to cope with individual change. One of the only editorials to scrutinize the value of emotional competence in institutional change is Huy's(1999) theoretical model signifying that emotional competence

supports individuals to acclimatize and assist changes in receptiveness, mobilization and education in the change process.

A strong dispute prevails over the opinion that employees hold towards change. Many studies have been undertaken and numerous researchers claim that workers are likely to avoid any organizational change broadly (e.g. (Judson S. 1991) (Odiorne G. 1981) (Strebel, 1996).

Dent and Goldberg (1999) state that the word 'resistance' should be eliminated from the literature as it does not reveal the complicated relations that take place during change process. Piderit(2000) makes a pacifying observation signifying that the hesitant that employees experience towards change does not for all time generate resistance, but normally creates embarrassment and chaos.

RESEARCH OBJECTIVES

The objectives of this study were to identify the level of Emotional Competence in the front end salespeople of the organized retail. This involved an exhaustive study of the demographic characteristics and their level of emotional competence. Second, was the identification of various factors in maintaining emotional competence of sales people. This was done by detecting the factors through field survey and comparing them across the demographics. Third, the perceived effect of each factor of emotional competence was studied. In addition, the study also assessed emotional competencies and its factors distinguish among low, medium, and high performances.This was followed by measure the relationship between emotional competency and sales performance (Based on outcomes, behavior, and professional development).

HYPOTHESIS

H_1: There is a significant difference in Emotional Competence of sales People in organized retail based on Gender.

H_2: There is a significant difference in Emotional Competence of sales People based on Age

H_3: Level of Education influences Emotional Competence of sales People.

H_4: Experience affects Emotional Competence of sales People in organized retail

RESEARCH METHODOLOGY

Participants

The sample consisted of 200 participants (143 males, 57 females), ranging in age from 18 to 30. The participants were obtained from the general population across Ahmedabad city.

Materials

The Schutte Self-Report Emotional Intelligence (SSREI) scale by Schutte et al. (1998) is comprisedof 33, 5-point Likert scale items, three of which are negatively keyed. Previous investigations have found the total scores on the SSREI to be acceptably internally consistent (e.g., .90; Schutte et al., 1998)

H₁: There is a significant difference in Emotional Competence of sales People in organized retail based on Gender.

Out of 33 items, 31 showed significance level above 0.05, hence it can be said that Emotional competence is affected by the gender. Females successfully displayed better emotional competence compared to male in most of the aspects of Emotional Intelligence. Hence, the hypothesis is proved.

H₂: There is a significant difference in Emotional Competence of sales People based on Age

29items of 33 showed significance level above 0.05, hence it can be conferred that Emotional competence is influenced by the age component. Higher age candidates successfully displayed better emotional competence compared to the immature youth. Hence, the hypothesis is proved.

H₃: Level of Education influences Emotional Competence of sales People.

Of 33 items, 31 showed significance level above 0.05, hence it can be said that Emotional competence is affected by the level of education. Post graduates were more emotionally competent compared to undergraduates or below. Post graduates being highly qualified were matured and executed higher understandability of emotional outcomes. Hence, the hypothesis is proved.

H₄: Experience affects Emotional Competence of sales People in organized retail

30items of 33 showed significance level above 0.05, hence it can be affirmed that Emotional competence is induced by the experience factor. Candidates with experience more than 3 yearspositivelyshowed emotional competence in contrast to the fresher's and newly recruited candidates. Hence, the hypothesis is proved.

CONCLUSION

Research has shown that Emotional competence, like technical skill, can be developed through a systematic and consistent approach to building competence in personal and social awareness, self-management, and social skill. However, unlike technical skills the pathways in the brain associated with social and emotional competencies are different than those engaged by more cognitive learning. Because the foundations of social and emotional competencies are often laid down early in life and reinforced over several years they tend to become synonymous with our self-image and thus need focused attention over time to bring about change(Cherniss, Goleman, Emmerling, Cowan, & Adler, 1998).

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