A STUDY ON IMPACT OF EMOTIONAL INTELLIGENCE ON ORGANIZATIONAL COMMITMENT & EMPLOYEE RETENTION WITH REFERENCE TO TELECOMMUNICATION SECTOR

MRS. KHUSHBU DOSHI

ASSISTANT PROFESSOR,
M.H. GARDI SCHOOL OF MANAGEMENT,
RAJKOT, GUJARAT.

ABSTRACT

In this a recent focus on understanding emotions in organizations has resulted in increased attention to the role of Emotional Intelligence (EI). Emotional Intelligence (EI) is a type of intelligence that helps individuals to perceive, understand, and manage emotions. The aim of this study is to understand the impact of Emotional Intelligence on Organisational Commitment and Employees’ Retention. Data were collected by visiting various retail outlets of Vodafone, TATA Docomo and Idea in Rajkot and Ahmedabad city. Sample size of 200 was taken. Data was collected though self design structured Questionnaire. The research was an exploratory as well as descriptive research. The statistical tool, used for the study, was correlation test. Here we found that Emotional Intelligence is very much important for organization commitment and as well as for employee retention. Emotional Intelligence, Employees’ commitment and Employees’ Retention all these three things are very much connected to each other. Thus here we have concluded that organizations should help employees to maintain their emotional quotient so that they can be satisfied with their work and will be retained and committed to the organization.

KEYWORDS: Emotional Intelligence, Employee Retention, Organization commitment.

REFERENCES:

- A Comparative study on organisational Commitment on Bank Employees in Ireland & Chine, Helen chen, Duplin Institu of technology, 2009. 16/05/2014, 05:36
- Article of Emotional Intelligence , Mind Resources Institute of Learning Innovation, 16/05/2014, 22:57
- Article of Improving Organisational Commitment & Retention effective employees, Jack E. Smith, Ph.D. 16/05/2014, 22:10
- Article on Challenging in Employee retention, 2008-’12, www.management.studyguide.com, `18/05/2014, 21:48
- Assessment of Relationship between Emotional intelligence and Organisational Commitment of Employees, Kheyrollah Sarboland, University of Iran 2012. 18/05/2014, 18:24
Commitment, Absenteeism & Turnover of new Employees: A Logitudinal study, Danfarrell & James C. Peteson, August 1984. 18/05/2014, 06:02

Emotional Intelligence & Organizational Commitment between Hotel Staff Tehran Iran, K. Mohamand Khani & M. Nasirilalardi 2012. 20/05/2014, 15:33

Employee Retention, Eva Kyndt, Filip Dochy, Maya Michelson & Bastian Moeyaert, 2008-'09. 20/05/2014, 16:09

Examining the relevance of Emotional Intelligence & Organisational Commitment among employees of small and medium enterprise in privet sector, Ashkan Khalli, University of Malaysia, 2011. 20/05/2014, 15:25

The Effect of retention factor on Organisational Commitment: An Investigation of High technology Employees, Andreas Dockel, Johan S. Basson & Melinda Coetzee. University of Pretoria & University of South Africa 2006. 21/05/2014, 22:10

www.wikipedia.com

http://www.emotionalintelligence.co.uk/index.htm

http://www.ihhp.com/business_case.htm


http://www.byronstock.com/ei/businesscase.html

http://www.articleclick.com/Article/Emotional-Intelligence-Training--Case-Study---Medrad/1037097