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Emotional Intelligence of Pharmaceutical Employees**Poonam Jaswal***

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Abstract

Gone are the days when emotions at the work place were considered as lack of rationality and productivity. The advancement in research has made it clear that emotional intelligence at work place leads to many positive outcomes like commitment, high performance and reduction in conflicts etc. The purpose of this paper is to assess the different aspects of emotional intelligence among medical representatives with respect to gender and marital status. The data for the study was collected from 250 employees working in Pharmaceutical companies. Collected data was analysed with the help of suitable statistical techniques. The result indicated the significant difference between emotional intelligence of male and female employees. But in case of marital status no significant differences has been found.

Keywords: *Emotions, feelings, gender, intelligence, marital status, medical representatives.*

Introduction

Physicians' prescription decision is the key element for the success of pharmaceutical companies. So the companies use variety of promotional tools to influence their decision. Medical representatives (MRs) hold a crucial role in promotion of drugs. Review of previous researches highlights that physicians hold frequent meetings with MRs and they rely on MRs as sources of information about new drugs (Marco, Moskop, Solomon, Geiderman, and Larkin 2006; Wazana 2000). But these interactions are not always smooth. There is always a conflict of interest between

the two (Jibson, 2007). MRs aim to maximize their sales but physicians have duties towards their patients. Physicians often keep restricted meeting hours for MRs. They are often made to wait for hours for five minute interaction with doctor. Such situation requires them to be emotionally strong. Keeping in mind this scenario this research has been undertaken to understand the emotional intelligence levels of MRs.

The studies have found that emotional intelligence is a essential ability to be possessed by the sales people to handle the critical situation (Dulewicz and Higgs, 2003).

Emotional intelligence in simple words means perceiving, interpreting, and reacting to emotions (Goleman, 1998). Salovey and Mayer (as cited in Cherniss, 2000) defined EQ as ‘a form 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 action.’

Emotional intelligence (EI) is the capability of individuals to recognize their own, and other people's emotions, to discern between different feelings and label them appropriately, to use emotional information to guide thinking and behavior, and to manage and/or adjust emotions to adapt environments or achieve one's goal(s). Possessing the ability to empathize can facilitate communication that can prompt others to express their view and emotions. Emotional intelligence help an employee in improving his efficiency, effectiveness, performance appraisal, leadership qualities, career advancement and many other aspects at workplace (Freshman and Rubino, 2002; Goleman, 1998). Therefore it is often a practice, among the companies to incorporate emotional intelligence into their employee through training and development programs.

Review of Literature

Emotional intelligence involves the ability to perceive accurately, appraise, and express emotion; the ability to access and/or generate feelings when they facilitate thought; the ability to understand emotion and emotional knowledge; and the ability to regulate emotions to promote emotional and intellectual growth. (Mayer and Salovey, 1993).

Cote and Miners (2006) found in their study that emotional intelligence is positively related with job performance. Cherniss and Caplan, (2001) in their study, found that when a company incorporated the component of emotional competence into their selection process, it lead to reduction in turnover rate of the company. Moreover, research by Humphrey (2002) indicated that leaders with high emotional intelligence empathize with their subordinates and were more motivational and promote teamwork among their subordinates (Bono, Foldes, Vinson, and Muros, 2007)

Mayer and Salovey (1993) asserted emotional intelligence is not just positive characteristic, rather it consists of logical and emotionally diverse ability and with social intelligence it considered the vital emotional issues as well as appeasing both personal and social difficulties. Individuals who are more

emotionally intelligent have much more life satisfaction, partake in others emotion, and also usually are more ordered, warm, prosperous, and optimistic (Salaski and Gartwright, 2002).

Generally, it is opined that woman is an emotional sex who not only feels/senses the emotions of others easily but also expresses her own emotions more intensely (Brody and Hall, 2000). Contrarily males are always portrayed as a dominant being; one who can better manage stressful situations; and one who is more adaptive and more assertive (Sanchez-Nunez, Fernandez-Berrocal, Montanes and Latorre, 2008).

Ahmad, Bangash and Khan (2009) investigated emotional Intelligence on the basis of gender. The study was conducted on 160 respondents, males and females being in equal number. The results revealed that males have high emotional intelligence as compare to females. Study by Chu (2002) also show the similar results that males have high level of emotional intelligence than that of females. On other hand studies in the field also reveals that females have higher emotional intelligence than that of males (Craig, Tran, Hermans, Williams, Kemp, Morris, and Gordan, 2009; Wing and Love 2001; Singh, 2002). Harrod and Scheer

(2005) also found in their study that overall EQ scores significantly differ between males and females with females score slightly higher than their counterparts.

According to Kafetsios (2004) females are superior solely on the branch of perception of emotion and experiential. For example, females are more accurate on decoding facial expression than males. Yet, as overall EQ scores, there is no significant difference between genders. Another view presented in various studies viz. Arteche, Chamorro-Premuzic, Furnham, and Crump (2008) also stated there were no significant associations between overall EQ and genders.

Bibi, Ghafoor Chaudhry and Abid Awan (2015) assessed the emotional intelligence among university teachers on the basis of their marital status. It was revealed in the study that marital status is not the cause of difference in emotional intelligence levels of teachers. Aremu and Tejumola, (2008) also found no significant difference in married and unmarried respondents as far as emotional intelligence is concerned.

1. Objectives

To understand the level of emotional intelligence among employees working as medical representatives in Pharmaceutical

companies with respect to gender and marital status.

2. Hypothesis:

H1: There is no difference in overall emotional intelligence and its dimensions on the basis of gender of respondents.

H2: There is no difference in overall emotional intelligence and its dimensions on the basis of marital status of respondents.

Methodology

The data for this descriptive study was collected from 250 medical representatives working in different Pharmaceutical companies operating in Haryana and Punjab. The standardised emotional intelligence scale developed by Schutle et al (1998) (SSEIT) has been used. All the responses were measured on a five point Likert scale. For the purpose of this study the reliability was calculated using Cronbach's alpha. The value of Cronbach's alpha was .78, therefore tool was found reliable to conduct the study. The validity of the scale has already been established by the developer the scale.

Results and Discussion

Table 1 shows the sample distribution for the study. Majority of the sample respondents were males (74%). Out of the total sample 36.8% were in the age group 26-30 years, followed by 19% were in the age group 31-

35 %. 58% of the respondents were married and 30% had an experience of 4-8 years. Majority of the respondents (68%) had a graduate degree in their respective field.

Emotional Intelligence and Gender

As shown in Table 2, in overall emotional intelligence female (mean = 3.45) score high in comparison to male respondents (mean = 3.25). This difference in mean score was further tested with the help t-test and it was found that the difference in mean score is significant (p is less than .05). In case of emotional management, the mean score of female respondents (mean = 3.60) is high in comparison to males and p value (.00) is less than the assumed level of significance (.05). Therefore it can be interpreted that females can manage their emotions in a better way. As far as non- verbal emotions are concerned results shows that average score of non – verbal emotion is high in case of female respondent and low in case of males. This difference in mean score was tested for significance and found that difference in non-verbal emotions is significant for male and female respondents.

When it comes to evaluating own emotions female employees scored average 3.89 and male employees scored 3.57 (as shown in table 2) and the results of independent t-test

shows that p value is less than the assumed level of significance (.05). With respect to happy emotions, it has been found that females scored high as compare to males and this difference in score was also found significant at 5% level of significance. Further the findings depict that female respondents' mean score (4.02) for positive affect dimension of emotional intelligence is higher than the average score of male respondents (3.43). This indicates that female employees have a more positive outlook on life in general and more specifically when facing problems. The study found significant difference in average score of positive affect among male and female employees because p value (.00) is less than the assumed level of significance i.e. 5%.

Respondents' average score on emotions - others dimension of EI is 3.45 for males and 3.89 for females. As p value in this case is lower than the assumed level of significance, therefore this difference is not significant and it can be interpreted that male and females do not differ when it comes to the perception of other people's emotions. On the basis of these results it can be put forth that there exist significant difference in emotional intelligence of males and females. Thus null hypothesis (H1) is rejected. The result is

similar to the studies of Craig et al. (2009); Wing and Love 2001, and Singh (2002) but in contrast to Arteche et al. (2008), Ahmad, Bangash and Khan (2009), Furnham, and Crump (2008).

Emotional Intelligence and Marital Status

Table 3 shows the level of overall emotional intelligence and its dimensions on the basis of marital status of respondents. In overall emotional intelligence, married respondents scored (3.35) and unmarried scored 3.37. This means that marital status do not lead to any difference in emotional intelligence. This has been further tested for statistical significance with the help of independent t-test. As p value (.269) is higher than assumed level of significance, therefore it can be inferred that married and unmarried respondents do not differ in overall emotional intelligence. In case of emotional management the mean score of married respondents (3.46) is high in comparison to unmarried and p value is less than the assumed level of significance (.05). Therefore it can be interpreted that married respondents can manage their emotions in a better way than the unmarried.

Coming to non- verbal emotions, the married and unmarried respondents have been found similar. Application of independent t-test also confirmed no difference in non-verbal

emotions of married and unmarried respondents. In case of own emotions also the married and unmarried respondents have been found similar. Application of independent t-test also confirmed no difference in understanding of own emotions of married and unmarried respondents.

With respect to happy emotions, respondents were asked regarding happy emotions such as good mood, positive emotions, happiness and joy and it was found that the married and unmarried respondents have been found similar. Application of independent t-test also confirmed that there is no difference in happy emotions of married and unmarried respondents.

The findings with respect to positive affect dimension of EI reveals that married respondents scored 3.32 and unmarried scored 3.37. As p value (.25) in this case is higher than the assumed level of significance, therefore this difference is not significant and it can be interpreted that married and unmarried respondents do not differ in case of positive affect.

Respondents' average score on emotions for others dimension of EI is 3.27 for married and 3.17 for unmarried respondents and p value is less than the assumed level of significance (.05). Therefore it can be

interpreted that married respondents can perceive emotions of others in a better way than the unmarried. These results are in line with previous studies of Aremu and Tejumola, (2008) Bibi et al (2015) In case of dimensions, significant differences have been found in case of emotional management and understanding emotions of others. Thus null hypothesis (H2) is partially rejected.

Conclusion

The study has been undertaken to understand emotional intelligence levels of medical representatives working in state of Haryana and Punjab. The endeavour has been to understand emotional intelligence with respect to gender and marital status of respondents. The application of statistical tools on the collected data revealed that female medical representatives have higher emotional intelligence than the males. But marital status has been found of no significance difference in emotional intelligence levels of medical representatives. These findings suggest that pharmaceutical companies need to put more efforts in terms of training and employee development enforcing emotional intelligence among their medical representatives. The results of the study should be understood in the light of limitations of small sample, sampling

method. Moreover other demographic variables like age and experience can be further studied.

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Table 1: Distribution of Sample

Demographic Variables	No: of Respondents	% age of respondents
Gender		
Male	185	74%
Female	65	26%
Age		
20-25	50	20%
26-30	92	36.8%
31-35	47	18.8%
36-40	20	8%
40 and above	41	16.4%
Marital Status		
Married	145	58%
Unmarried	105	42%
Experience		
0-3	80	32%
4-8	75	30%
8-15	58	23.2%
Above 15	37	14.8%

Qualification		
Sr. Secondary	65	26%
UG	170	68%
PG	15	6%

Table 2: Emotional Intelligence of males and females (Descriptive and Independent t-test)

Variable	Marital status	N	Mean	SD	t -stat	p(Sig)
Total Emotional Intelligence	Male	185	3.25	.55	2.87	.004
	Female	65	3.45	.53		
Emotional management	Male	185	3.37	.32	3.58	.000
	Female	65	3.60	.37		
Non- Verbal Emotions	Male	185	3.94	.45	6.65	.000
	Female	65	4.15	.40		
Own Emotions	Male	185	3.57	.57	2.47	.003
	Female	65	3.89	.39		
Happy Emotions	Male	185	3.37	.38	3.68	.000
	Female	65	3.65	.39		
Positive Affect	Male	185	3.43	.58	6.53	.000
	Female	65	4.02	.47		
Emotions- Others	Male	185	3.45	.67	4.87	.000
	Female	65	3.89	.56		

Table3:Emotional Intelligence of married and unmarried (Descriptive&Independent t-test)

Variable	Marital status	N	Mean	SD	t -stat	p(Sig)
Total Emotional Intelligence	Married	145	3.35	.52	1.10	.269
	Unmarried	105	3.37	.57		
Emotional management	Married	145	3.46	.50	3.31	.001
	Unmarried	105	3.34	.53		
Non- Verbal Emotions	Married	145	3.45	.53	1.16	.29
	Unmarried	105	3.47	.55		
Own Emotions	Married	145	3.41	.35	.39	.69
	Unmarried	105	3.42	.36		
Happy Emotions	Married	145	3.49	.47	1.42	.156
	Unmarried	105	3.44	.45		
Positive Affect	Married	145	3.32	.29	1.14	.257
	Unmarried	105	3.37	.29		
Emotions- Others	Married	145	3.27	.31	3.64	.000
	Unmarried	105	3.17	.36		