

**The Study Of Emotional Intelligence As The Predictor Of Creativity Amongst
The Employees Of Bank: A Progressive Study Among Banking Sectors**

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Abstract

The primary objective of the present paper is to examine the influence of emotional intelligence on the creativity of the employees of a bank. The study was carried on among the employees of a public sector bank in Chidambaram town of Cuddalore district in Tamil Nadu. The sample data was collected from 52 bank employees. The basic requirements of the respondents for the study were that they should have at least one year of working experience in bank and one year of job in the bank they are working at present. The current study did not select any personnel of banks in the post of managers for the purposes of the study. The respondents were selected through convenience sampling. Analysis of the data was done through regression. The findings of the study showed that there was a significant creativity and it had an optimistic relationship with emotional intelligence.

Keyword: Creativity and Emotional intelligence

INTRODUCTION

Goleman (1998) had referred the concept of emotional intelligence as the term which is inclusive of motivating capability, capable enough under conditions of irritation, ability to manage desires, manage the dissatisfying situations, ability to manage the mood of oneself,

controlling the stress factor so that it doesn't swamp the capacity to think, ability to understand others and the ability to hope for the best.

Emotional intelligence is identified as the capability to assess and manage the emotions of one's own and that of the others too. Emotional intelligence is said to include three skills; emotional awareness which is the ability to assess the emotions of both oneself and that of others; the capability to control emotions and making them work in actual task situations for thinking and for problem solving; the capacity to manage, regulate and calm down the emotions of other persons and that of oneself.

The awareness of the emotions of one's own and that of others is referred as emotional intelligence. It is also the ability to manage the emotions and also the ability to influence other's emotions. The persons who have high level of emotional intelligence exhibit a high degree of emotional self-control and understanding. The identification of emotions and expressing one's own emotions, emotional management and recognizing the emotions of others are positively connected with the creative ability of persons in the workplace.

Animasaun (2007) had identified that the life skills of humans prove to be better with the help of an effective emotional intelligence. This study also furnished information that more attention had been given in the past one decade on performing researches related with emotional intelligence and creativity, which prove to be beneficial for the success of firms. Hemphill (2004) had pointed out that when compared with generic intelligence, emotional intelligence and creativity is seen to promote a firm's success.

The author in this study had reviewed the literature first. Then an empirical examination of EL on creativity was done. The author had also examined the extent of independent variable's

influence on creativity. It was seen that emotional intelligence is capable enough to deal with the HPWS in banking sectors.

REVIEW OF LITERATURE

Abraham Carmeli, et al., (2014) had assessed whether and why the concept of emotional intelligence contributes towards the enhanced creativity of employees in the work place. Data was collected from 3 companies. Mediation model was employed in areas where emotional intelligence was seen to be indirectly linked with creativeness, by way of vigor and generosity. the findings of SEM show the model of serial mediation. The employees who were highly intelligent emotionally, they exhibited a high degree of generosity. The high level of generosity results in high degree of vigor in performance and artistic behaviors.

Sylvana M.D. Maukar, (2015) had tried to confirm the impact of emotional intelligence, creativity and ethics in work on service quality. The study was carried on in the library of a high school in the Minahasa Regency. The study employed a mistreated quantitative approach using the survey method and the hypothesis was done using a mistreated path analysis. The sample population consisted of the librarians of high school in Minahasa regency. The sample population was selected through straightforward sampling and the sample size was seventy. the findings of the study showed five outcomes; first one was that there was an optimistic relationship between emotional intelligence and service quality; secondly, this positive relation was found also among service quality and the librarian's ability towards it; third outcome was that ethics in work had a positive impact on the service quality; emotional intelligence was also

to have a positive impact on ethics in work; the final outcome was an optimistic relation between ability of librarians and their work ethics.

Glenn Geher, et al., (2017) reported that the basic component of emotional intelligence may be empathic accuracy or the flexible nature to exactly take hold of the emotional mindset of others. The current study found the connection between the emotional intelligence and detection ability (reading minds through eyes). For living the spontaneous ability, respondents were requested to fill in the responses for transient captions for 2 American cartoons. Three freelance judges were asked to rate the captions based on ten dimensions of continuous ability. Regression showed that the relationship between the dimensions was found to exist in dominance for the age and gender of the respondents. Additionally, it was found that conscientiousness was negatively connected with many indicators of ability.

RESEARCH METHODOLOGY

the study was conducted among the bank employees of Chidambaram town in Cuddalore district of Tamil Nadu. Data was collected from 52 employees of a public sector bank. The basic requirements of the respondents for the study were that they should have at least one year of working experience in bank and one year of job in the bank they are working at present. For research needs, managers were not taken into the study. The sample population was selected through the method of convenient sampling. Analysis of the data was done through regression. in the study, creativity was taken as the dependent variable. The scale developed by Zhou and George's (2001) was adopted as the instrument of analysis for the study.

ANALYSIS AND INTERPRETATION

Emotional intelligence on creativity

Model Summary

R	R Square	Adjusted R Square	F	Sig.
.874(a)	.763	.758	135.197	.000(a)

a. Predictors: (Constant), Emotional intelligence

Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.654	.071		23.337	.000
1. I know when to speak about my personal problems to others	.082	.013	.181	6.482	.000
2. When I am faced with obstacles, I remember times I faced similar obstacles and overcame them	.068	.009	.238	7.685	.000
3. I expected that I will do well on most things I try	-.041	.018	-.084	-2.284	.023
4. Other people find it easy to confide in me	.027	.018	.064	1.536	.125
5. I find it hard to understand the nonverbal messages of other people	.036	.014	.096	2.647	.008
6. Some of the major events of my life have led me to re-evaluate what is important and not important	-.047	.013	-.099	-3.452	.001
7. When my mood changes, I see new possibilities	-.001	.019	-.001	-.029	.977

8.	Emotions are some of the things that make my life worth living	.042	.012	.116	3.502	.001
9.	I am aware of my emotions as I experience them	.254	.018	.788	14.116	.000
10.	I expect good things to happen	-.059	.012	-.224	-4.716	.000
11.	I like to share my emotions with others	.025	.018	.052	1.410	.159
12.	When I experience a positive emotion, I know how to make it last	.082	.016	.208	5.018	.000

a. Dependent Variable: Creativity

The aforesaid table focuses on the statistical significance of the 12 predictors. If significant, the direction of significance was also examined. It was found that most of the factors of creativity were significant and the coefficient was also positive.

The table also reveals the squared multiple correlations which points out the variance level of the outcome. The findings show that nearly 76.3% of variance was exhibited by the antecedent factors regarding creativity. The squared multiple correlations were optimistic and the adjusted R^2 was also very much suitable.

CONCLUSION

It was found that creativity was positively influenced by emotional intelligence. If the bankers are able to manage the emotions of others and of their own, the possibility of enhanced creativity and thereby improved performance is possible in the organization. On the whole, it can be said that the emotional intelligence of bank officials is positively related with their creativity in the work place.

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