



HANDLING THE EMOTIONAL INTELLIGENCE IN GARMENTS INDUSTRY - A STUDY REPORT

M. Malgisha Zen

Final Year M.b.a., Department Of Management Studies, Ponjesly College Of Engineering, Nagercoil-629 003, Tamil Nadu, India.

Mr. N. Prem Santhosh*

Assistant Professor, Department Of Management Studies, Ponjesly College Of Engineering, Nagercoil-629 003, Tamil Nadu, India. *Corresponding Author

ABSTRACT

In present scenario, cut throat competition, stretched goals, cultural differences among the diverse workforce and imbalance work life have led to increase in stress level of the employees and also increase in job dissatisfaction. This adversely affects the performance of the employees and become an undesirable for the organization. Though it's controversial if emotional intelligence is a "true" intelligence, it has been shown to have a number of advantages, including improved mental health, increased work performance, and enhanced relationship maintenance. Empathy is directly tied to emotional intelligence, which allows us to better express ourselves and analyze the actions of others. Emotional Intelligence enables people to improve their self-awareness, emotional expression, creativity, tolerance, trust, and integrity, strengthen relationships within and beyond the enterprise, and so improve individual and organizational performance. The emotional quotient accounts for 80% of a person's achievement, while the intelligence quotient accounts for only 20%. This research aids in determining the impact of employee's emotional intelligence. The information was gathered from 100 employees of Le Shark Global Export LLP, and the emotional intelligence of each employee was determined by taking into account individual self-awareness, social awareness, and other factors. This study is a descriptive one. Primary data collected with the help of structured questionnaire administrated to employees and few management personnel of garments industry. One hundred samples were collected based on simple random sampling. Collected data were analyzed by using relevant statistical techniques like percentage analysis method, chi-square method, paired sample T-test, Anova and correlation.

KEYWORDS : Employee's Emotional Intelligence, Human Resource Management, Empathy and Garments Industry etc.

INTRODUCTION:

An important quality that has a big influence on relationships at work, productivity, and job happiness is emotional intelligence. Employee productivity and well-being may be greatly impacted by a good understanding and management of emotions, especially in the apparel sector where teamwork and communication are essential for success. The purpose of this study is to investigate how employees' emotional intelligence levels affect their job performance and general job satisfaction in the apparel business. Through a deeper comprehension of emotional intelligence in this particular context, organizations may potentially devise tactics to enhance workers' emotional intelligence competencies and establish a more constructive and fruitful work atmosphere. The study was conducted in garments industry.

Garments Industry Overview

India is world's second larger producer of garment industry after China. The garment industry in India is one of the oldest manufacturing sectors in the country and currently it's largest. Garment industry fulfils a vital role in Indian economy. It is a major foreign exchange earner and after agriculture it is largest employee with total workforce. The garment industry covers a wide range of activities. India's garment sector earns high export revenue. These include the production of natural raw materials such as cotton, jute, silk and spun yarn and fifth largest producer of synthetic fibre and yarn. The Indian garment industry workforce predominantly comprises first generation women workers. All types women can get job in garment industries is that educated or uneducated.

Statement of the Problem

Emotional intelligence is crucial in the workplace for organizational effectiveness and individual success. Those with high emotional intelligence tend to be top performers and earn more. Employees with low emotional intelligence may struggle with managing emotions, leading to conflicts and a toxic work environment. Lack of empathy can lead to misunderstandings and strained relationships. Effective

leadership requires emotional intelligence to inspire and build strong relationships with team members.

Need of the Study

In order for organizations to navigate complex scenarios and effectively manage change, it is crucial for employees to enhance their emotional intelligence skills, in addition to their technical abilities. This will enable them to better cope with the dynamic nature of the business environment and ultimately improve their productivity on the job. It is also important for organizations to identify the performance dimensions of their employees to ensure that they are able to meet the changing demands of the business landscape.

Research Objectives

- To examine the emotional intelligence between the HR Manager and Employees in Le Shark Global Export.
- To find how emotional intelligence contributes to team dynamics and collaboration in the workplace.
- To investigate the role of emotional intelligence in conflict resolution and negotiation processes.
- To identify does work hours is a major factor causing job stress in a workplace.

Research Design

Research design is the overall strategy or plan for conducting a research study. It outlines the methods and procedures that will be used to collect and analyse data, as well as the goals and objectives of the study. Simple random sampling method is used in this research. A part of the population selected for the study is called Sample. Here, 100 employees of Le Shark Exports LLP, Tiruppur are selected as sample. The present research study is descriptive and analytical in nature and therefore, data are collected from both primary and secondary sources. Survey is conducted while working hours of the employees. The data gathered is analyzed using percentage analysis, Chi-Square test, ANOVA, Correlation and Paired Sample T-Test.

Chi-Square Analysis

H0: Null Hypothesis: There is no significant association between age and educational qualification.

H1: Alternate Hypothesis: There is a significant association between age and educational qualification

Age * Experience Cross tabulation

Table 6.1 Age * Educational qualification Crosstabulation

			Educational qualification					Total
			10th	12th	Degree	Diploma	Master's	
Age	>50	Count	3	4	2	4	0	13
		% within Age	23.1%	30.8%	15.4%	30.8%	0.0%	100.0%
	18-25	Count	1	3	20	4	3	31
		% within Age	3.2%	9.7%	64.5%	12.9%	9.7%	100.0%
	26-40	Count	2	7	17	5	4	35
		% within Age	5.7%	20.0%	48.6%	14.3%	11.4%	100.0%
41-50	Count	4	5	2	9	1	21	
	% within Age	19.0%	23.8%	9.5%	42.9%	4.8%	100.0%	
Total	Count	10	19	41	22	8	100	
	% within Age	10.0%	19.0%	41.0%	22.0%	8.0%	100.0%	

Chi-Square Test

Table 6.1 Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.131 ^a	12	.004
Likelihood Ratio	31.648	12	.002
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 1.04.

Interpretation

Since p value is < 0.05 the H1 is accepted at 5% level of significance. Hence concluded there is a significant association between age and educational qualification. The value of χ^2 is 29.131^a; i.e $\chi^2 = 29.131$.

6.2 Percentage Analysis

Table 6.2 Manageable number of working hours.

Manageable number of working hours.	N	%
Strongly Disagree	16	16.0%
Disagree	26	26.0%
Neutral	24	24.0%
Agree	22	22.0%
Strongly Agree	12	12.0%

Source: Primary Data

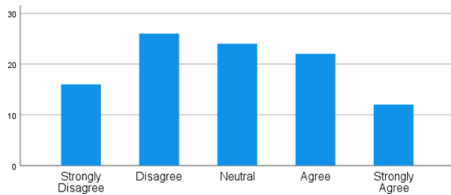


Fig 6.2 Manageable number of working hours.

Interpretation

The above table shows that 26% of the respondents disagree that they have Manageable number of working hours, 24% of the respondents were neutral that they have Manageable number of working hours, 22% of the respondents agree that they have Manageable number of working hours, 16% of the respondents strongly disagree that they have Manageable number of working hours, 12% of the respondents strongly agree that they have Manageable number of working hours.

The majority of 26% of the respondents disagree that they have Manageable number of working hours.

Findings

- 35% of the respondents age is between 26-40 years.
- 40% of the respondents' experience is between 4-10 years.
- Since p value is < 0.05 the H1 is accepted at 5% level of significance. Hence concluded there is a significant association between age and educational qualification.
- 26% of the respondents disagree that they have Manageable number of working hours.
- Since the p value > 0.05, H1 is rejected at 5% level of significance.

Suggestions

Based on the data collected through the questionnaire and interactions with the managers of Le Shark company, the following suggestions are made or consideration.

- Organizations shall enforce on the values of optimism (a positive approach to life) and happiness (a contented and satisfactory) life so that happy and optimistic personnel contribute on angels of both personal and organizational growth and success. Happy men contribute for a happy organization.
- Le Shark should optimize the working hours of staffs to regulate their EI.

CONCLUSION

Thus, this study gives a conclusion on how emotional Intelligence affects the performance of an employee. Based on the percentage analysis it is clearly noted that most of the people completely agree on the five components of emotional intelligence especially when it comes to Self - awareness and motivation and some of them strongly agree on the performance dimension of EI such as Relationship factor and responsibility factor, while in some areas like empathy and social skills people neither agree nor disagree. Some areas can be improved by giving Training, Motivation and developmental programs.

Finally, we can conclude that this project study is very usefully from a HR perspective to know how important emotional intelligence deals with the performance of an employee.

REFERENCES

1. Antonakis, J. (2009). "Emotional intelligence": What does it measure and does it matter for leadership. In G. B. Graen (Ed). LMX leadership— Game-Changing Designs: Research Based Tools (Vol. VII) (pp. 163–192).
2. Brackett, M. A., S. E. Rivers, and P. Salovey. 2011. Emotional intelligence: Implications for personal, social, academic, and workplace success. Social and Personality Psychology Compass 5.1: 88–103.

For Website Reference:

1. <https://www.lesharkglobal.com/>
2. <https://www.scribd.com/document/291542601/Leshark-Global-LLP>
3. <https://connect2india.com/LE-SHARK-GLOBAL-LLP/5572087>
4. <https://www.thecompanycheck.com/company/le-shark-global-llp/AAA-3163>