

Abstract

Research study was carried out on title of “A study on Emotional Intelligence on sales Performance in selected Pharmaceutical companies of Gujarat. Main objective to conduct this research is check impact of emotional intelligence on sales performance.

Chapter 1: Introduction of industry and topic. The Indian pharmaceutical business is seeing significant growth. The value surged from \$40 billion in 2021 to an anticipated \$130 billion in 2030, with forecasts reaching \$450 billion by 2047. Detail industry analysis was discussed in chapter no. 1 and discussed the history of emotional intelligence. For this research study Goleman scale was used.

Emotional Intelligence included four main components: Self- awareness, self-management. Social awareness and relationship management.

Chapter 2: Different literature was studied to identify the research gap and following gap was found. On the term “emotional Intelligence “vast research was conducted in different industries Like, Financial services, Education, IT and Automobile and all mentioned industries show positive relationship between Emotional Intelligence and Sales Performance. Very few research was conducted in Pharmaceutical Industry and specifically in Gujarat. So, this is one attempt to conduct research in selected pharmaceutical companies of Gujarat and try to check Impact of Emotional Intelligence on Sales Performance of Sales Employees. This research covered some of the less study demographic variable also like, Type of Family, Marital status etc.

Chapter 3: Research methodology

Descriptive research design was used to conducted this research. Total 400 sales employees were considered as sample for below major pharma hubs of Gujarat.

- Ahmedabad – 80 Respondents
- Baroda -80 Respondents
- Bharuch -80 Respondents
- Valsad – 80 Respondents
- Ankaleshwar -80 Respondents

Following stactical test was conducted to achieved objectives of the study.

- Correlation – coefficient

- Regression Analysis
- One way Anova
- Independent sample t test

Variable used for the study

Independent Variable:

- Emotional Intelligence – Self – awareness, self- management, social awareness and relationship management.

Dependent Variable

- Sales Performance
- **Demographic Variable:** Age, Gender, Marital Status, Experience, Income , types of Family and Location.

Chapter 4: this chapter covered questionnaire analysis portion like, demographic variable summary and mean score analysis of all components of emotional intelligence and sales performance.

Chapter 4: covered research analysis and interpretation. statistical test was used to achieved the objectives. Following test was conducted.

- Correlation – coefficient
- Regression Analysis
- One way Anova
- Independent sample t test

Chapter 5: Finding and conclusion:

Overall there was impact of emotional intelligence on sales performance and this study established positive relationship between two variables. Three variables of EI namely, self- awareness, self-management, social- awareness and relationship

management were having strong impact on EI and self-management was having moderate impact on sales performance.

Chapter 6: Managerial implications and the future scope of the study were covered. Different techniques were suggested in different HR functions for HR professionals.