Sr. No	Name of test table	Page No.
1.	**Inferential Statistical Analysis tables:**	
1.1	Reliability Test	i-ii
1.2	Correlation – Coefficient of Emotional Intelligence with Sales Performance.	iii-iv
1.3	Regression Analysis	v
1.4	One way Anova Analysis of EI and Sales performance with different demographic variables	vi-x
1.5	Independent t – test of EI and sales Performance with gender group and types of family group of sales employees	xi-xiv

List of Graphs & charts

Sr. No	Particular	Page no.
1.1	Global selling data of pharmaceutical industry: 2020 to 2023 (in billion U.S. dollars)	2
1.2	Growth drivers & Inhibitors	3
1.3	Development of pharmaceutical industry of India	6
1.4	Pharmaceutical industry structure	8
1.5	Indian Pharmaceutical Market future forecasting	8
1.6	R&D Investment by Indian Pharma Companies	10
1.7	R&D Spending by top Pharma Companies	10
1.8	Pharmaceutical industry exports	12
1.9	Major Export Destinations in India	12
1.10	Covid-19 Fightback from the Indian pharmaceuticals sector	16
1.11	State Hosting Key Pharmaceutical Ventures	16
1.12	Indian Pharmaceutical Market	19
1.13	Gujarat Pharma Industry SWOT Analysis	26
1.14	Pharma clusters of Gujarat	28
1.15	Key Industry Contacts	29
1.16	Ability model: Ability Models: Mayer and Salovey Four-Branch Model of EI	33
1.17	Goleman's Mixed model	35
1.18	The Mixed Model of Bar-On	36

Index

Chapter No.	Name of topic	Page No.
	CERTIFICATE	i
	DECLARATION	ii
	PREFACE	iii
	ACKNOWLEDGEMENT	iv-v
	ABSTRACT	vi-viii
	LIST OF TABLES	ix
	LIST OF GRAPHS AND CHARTS	x
1	**Introduction of Pharmaceutical Industry**	
1.1	Definition	1
1.2	Introduction of Global pharmaceutical industry.	1
1.3	Global selling data of pharmaceutical industry: 2020 to 2023	1-2
1.4	Growth drivers of worldwide Pharmaceutical Industry	3-4
1.5	History of Indian Pharmaceutical Industry	4-5
1.6	Current Growth of Indian Pharmaceutical Industry	6
1.7	key segments of the Indian pharmaceutical industry	7-8
1.8	Indian Pharmaceutical Market future forecasting	9
1.9	Spending on research and development by Indian pharmaceutical industry.	10
1.10	Investment in Research & Development by Indian Pharmaceuticals Industry	11-12
1.11	Significant developments in the Indian pharmaceutical industry	13-15
1.12	Supply- side drivers of Indian Pharmaceuticals sector	17
1.13	Demand Drivers of Indian Pharmaceuticals sector	18
1.14	Government Initiatives:	20-22
1.15	Introduction of Gujarat Pharmaceutical Industry	23-24
1.16	Overview of Gujarat's Pharma Industry	25
1.17	Facts and figures of Gujarat pharmaceutical Industry.	26
1.18	Government of Gujarat Initiatives	27
1.19	Pharma cluster of Gujarat	27-28
1.20	Introduction of Emotional Intelligence and Sales Performance	
1.20.1	Introduction of emotional intelligence:	30
1.20.2	Evaluation of Emotional Intelligence:	30-32
1.20.3	Models of emotional Intelligence:	33
	Mayer and Salovey Ability Model:	33

	Goleman's mixed model:	35
	The Mixed Model of Bar-On	36
	Petrides model of traits:	37
1.20.4	Scale of Emotional Intelligence	38
1.21.1	Definition of Sales Performance:	39
1.21.2	Sales Performance Management	39
1.21.3	Different measurement ways of Sales Performance	40
1.22.1	Impact of Emotional Intelligence on sales Performance	41
1.22.2	The Role of Emotional Intelligence in increase sales performance	41-42
1.22.3	How to learn emotional intelligence to salespeople	42
	References	43
2	**Literature Review**	
2.1	Literature Review	44
2.2	Summary of Important Literature review	56-61
2.3	Literature Gap	62
	References	63-64
3	**Research Methodology**	
3.1	Rationale of the Study	65
3.2	Objectives of Study	65-66
3.3	Research Design	66
3.4	Sampling Techniques	66
3.5	Sample profile	67
3.6	Sample Area	67
3.7	Sample Size	67-68
3.8	Data collection method	68
3.9	Statistical Test	69
3.10	Scope of study	69
3.11	Variable used for study	69
3.12	Scale used for study	70
3.13	Hypothesis of the study	70-74
3.14	Limitation of the study	74
4	**Research Analysis and Interpretation**	75
4.1	Demographical variable analysis	75-81
4.2	Summary of demographical variable	82
4.3	Mean Score Analysis	83-90
	Inferential Statistical Analysis	91
4.4	Reliability Test	91
4.5	Analysis of Objective 1: Self- Awareness among different demographic variables of Sales Employees.(One-way Anova & Independent t- test)	92-94

4.6	Analysis of Objective 2: Self- Management among different demographic variables of sales Employees.(.(One-way Anova & Independent t- test)	95-97
4.7	Analysis of Objective 3: Social - Awareness among different demographic variables of sales Employees.(One-way Anova & Independent t- test)	98-100
4.8	Analysis of Objective 4: Relationship Management among different demographic variables of sales Employees. .(One-way Anova & Independent t- test)	101-103
4.9	Analysis of Objective 5: Sales Management Among Different Demographic Variables of Sales Employees.(One-way Anova & Independent t- test)	104-106
4.10	Analysis of Objective 6: To Find impact of Emotional Intelligence (Self- awareness, Self- management, social awareness and relationship management) on sales performance.	107-109
	Correlation – Coefficient of Emotional Intelligence with Sales Performance.	
	Regression Analysis	
5.1	Findings and Conclusion	110-113
	Proposed model: Impact of Emotional Intelligence on sales Performance	114
5.2	Managerial Implications	115
5.3	Limitations of the study	118
5.4	Future scope of study	119
	References	120-122
	Annexure	
	Questionnaire of the study	