

# Chapter 2

## Literature Review

## **Chapter 2 Literature Review**

### **2.1 Literature Review**

(Pandey & Dr Deepti Sharma, 2022) This study investigated the correlation between emotional intelligence (measured by both ability and trait) and health behavior (measured by the Vickers health behavioral checklist) among a sample of 19 employees in the Indian pharmaceutical business. The study also evaluated the influence of age on these characteristics. The Schutte self-report examination exhibited a more robust link with health behavior compared to the Indian scale developed by Chadha and Singh, which assesses emotional intelligence. Trait emotional intelligence is a reliable indicator of individuals' health-related actions and habits. There is a positive association between age and both ability and trait emotional intelligence (EI), however there is no correlation between age and health habits. The findings have profound consequences for the organization and future research in this industry.

The simple and direct measure of emotional intelligence has historically been linked to several other Organizational metrics are increasingly important for day-to-day operations. Examples include work performance, stress, satisfaction, and leadership traits. Workers are frequently under observation. An important outcome measure is the ability of this simple exam to predict health behavior properly.

It identifies individuals who can benefit from routine staff training to improve their health. Emotional intelligence training can significantly improve the financial health of individuals and organizations, similar to how cognitive intelligence and abilities are assessed and increased.

(Alismail, Luigi Pio Leonardo Cavaliere, & Srinivasan Krishnasamy, 2022) The quantitative methodology was used throughout the research, with surveys sent to a set number of respondents to collect data, which was then processed using the SPSS statistical program. The findings show a high positive association between emotional intelligence, employee organizational commitment, and work happiness. The link between individual and organizational achievement was only established conditionally. Further research is recommended to establish this relationship in other areas of business.

(Senčanski, Ivana Tadić, & Valentina Marinković, 2022) The goal of this study was to compile existing information on the possible effects of EI on PhC. Research study

looked through the PubMed, Web of Science, and Embase databases for English-language publications released between January 2000 and June 2021. Included were studies on EI and PhC using mixed, quantitative, or qualitative methods and employing active pharmacists.

Only four pieces were eligible for inclusion. According to one study, hospital pharmacists' emotional intelligence significantly reduced the unfavourable correlation between empathy and traits of autism. Pharmacy leadership programs significantly raise EI levels, according to one research. Among practicing community pharmacists, different research discovered a connection between entrepreneurial orientation and emotional intelligence. Increased job inventiveness, proactivity, and risk-taking were linked to higher EI ratings. When EI data from several HPs were examined, one study found that pharmacists outperformed other professions on the EI subdomains of social skills, self-motivation, and self-awareness.

(Pandya, Dr. Anjali Kalse, & Dr. Mona Sinha, 2022) The pharmaceutical sector in India is currently operating in a VUCA environment. Volatile, uncertain, complex, and ambiguous is referred to as VOCA. To succeed in this dynamic market, businesses need to be flexible as well as routinely monitor global trends and take prompt action as necessary. The biggest challenge facing the industry and the company is finding, developing, and retaining top executives.

The complicated nature of the business world means that companies need managers who possess high levels of emotional intelligence if they are to operate more effectively. To have effective performance, stress management at work is crucial. Therefore, it is important to acquire emotional intelligence. Given that the Indian pharmaceutical sector is knowledge-based, the company prioritizes its human resources. The association between higher employee productivity and emotional intelligence is examined in this study.

The possibility that role stress in organizations mediates the association is also being looked into. To comprehend the connections, a hypothesis and theoretical model were developed. In Mumbai, a study of executives and managers employed by all Indian pharmaceutical company divisions was carried out. Hypotheses were examined using regression and correlation to see whether a relationship existed and how significant it

is. With R square, the mediation's impact was assessed. To check if the data were normal, Kolmogorov-Smirnov tests were performed. The p-value for the research was below 0.05. Non-parametric methods such as the Mann-Whitney U test and the Kruskal-Wallis test were used to assess the demographic hypotheses. Social management, self-awareness, and self-regulation are all components of emotional intelligence.

(Atiq Ur Rahman, Fayaz Ali Shah, & Shahid Jan, March 2019) The association between pharmaceutical sales representatives' job performance and emotional intelligence and the moderating influence of supervision.

The purpose of this study is to look at the relationship between the job performance (JP) and emotional intelligence (EI) of pharmaceutical sales representatives (PSRs) from various pharmaceutical businesses that operate in Khyber Pakhtunkhwa, Pakistan. Another objective of the study is to investigate the moderating role of Supervisory Support (SS) on the EI-JP relationship. Convenience sampling was used to collect data from 400 PSRs of companies that are active in Pakistan. The structural equation model (SEM) was the data analysis technique employed. The results of the investigation demonstrated that PSRs with high EI also functioned effectively. Furthermore, the EI-JP link is not within SS's authority.

(Rafi & Tahir Saeed, 2019) The population under investigation consists of both native and foreign pharmaceutical enterprises in Pakistan. The selection of the top 10 firms was based on an incentive structure, the presence of highly experienced salesmen, and market share. SEM, or Structural Equation Modeling, is a statistical technique that utilizes SPSS and AMOS software to do inferential statistics. It applies Pearson's Correlation, Simple Regression, and Moderating Regression methods. The results revealed a robust and favourable correlation between the proficiency of individuals and their consumer behaviour, namely in terms of word-of-mouth recommendations and repeat purchases.

Moreover, emotional intelligence has a role in controlling the behavior of salespeople. Salespeople who possess emotional intelligence are more inclined to identify the needs of their clients and adapt their approach accordingly. The emotional intelligence of salespeople improves their capacity to adjust and prioritize client needs in demanding

sales techniques. These findings are important for the selection and training of salespeople, as well as for improving interactions in buyer-seller relationships.

The purpose of this study is to examine the connections among salesperson performance, relational selling behaviour, and emotional intelligence. The current body of research on salesperson success lacks a comprehensive understanding of the impact of emotional intelligence, despite acknowledging the importance of emotional factors in commercial partnerships. Design, technique, and strategy The study employed structural equation modeling to analyze two data sets collected from business-to-business salespeople across diverse industrial and service sectors. The mediation hypotheses were cross-validated using bias-corrected confidence estimations and a bootstrapping approach.

Results: The study reveals that the connection between emotional intelligence and salesperson efficiency is completely influenced by two specific types of selling behaviors: customer-oriented selling and adaptive selling. Practical implications: This study provides valuable insights for sales and marketing managers on how specific skills, such as emotional intelligence, might be effectively employed.

(Khalid, Muhammad Khaleel, & Anees Janee Ali, 2018) This study aims to examine the correlation between four emotional intelligence (EI) attributes and employee work performance and organizational commitment, specifically within the pharmaceutical industry. Design, method, and approach: A collective of 235 individuals from Punjab, the pharmaceutical sector of Pakistan, are actively engaged. The initial statistical analysis is conducted using SPSS software designed for the Windows operating system. Partial least squares structural equation modeling (PLS-SEM) is the primary statistical approach used to analyze the route model. The proposed hypotheses are evaluated using the Smart PLS v2.0 software.

(A & Dahbour Nsour, 2016) The survey unit of analysis (172) consists of the staff members from various departments that supervise projects at the Jordanian Human Pharmaceutical Industrial enterprises in Amman. These firms are members of the Jordanian Association of Pharmaceutical Manufacturers. The study utilized a combination of multiple regression analysis, hierarchical multiple regression analysis, and descriptive analytical approach to assess its hypotheses.

The study yielded several key findings. Firstly, it revealed a strong statistical correlation between Emotional Intelligence (specifically Self-Regulation and Empathy) and Project Success in Jordanian Human Pharmaceutical Industrial companies. Furthermore, the study also identified a significant moderate effect between Emotional Capability (specifically Dynamics of Encouragement and Dynamics of Experiencing) and the relationship between Emotional Intelligence and Project Success.

The companies being analyzed can support their employees in understanding and managing their emotions by giving importance to the cultivation of emotional intelligence. Furthermore, they can boost employee morale and motivation to achieve goals by implementing strategies such as motivational speeches and award ceremonies to recognize and celebrate accomplishments.

(Wisker & Athanasios Poulis, 2015) This study examined the impact of emotional intelligence on sales success. Our hypothesis was that the influence of emotional intelligence on sales success would be mediated by adaptive selling behavior. Data from salespeople in Malaysia's financial industries were collected using the WLEIS emotional intelligence scale and the ADAPTS adaptive selling behavior scale. The collected data was then analyzed using structural equation modeling (SEM). The findings were in line with the model. There is no evident correlation between emotional intelligence and sales performance. The sales performance was influenced by adaptive selling behavior acting as a mediating variable.

(Kannaiah & Dr. R. Shanthi, 2015) A random sampling method was employed to collect data from 150 respondents within the organization. The data was collected using a two-part systematic questionnaire. Respondents were requested to furnish information regarding their marital status, income, education, and age in the initial section of the questionnaire.

Respondents were requested to evaluate their emotional intelligence in the second section of the questionnaire, which was designed by Goleman.

Emotional intelligence is indispensable for personnel of the organization. In order for an HR professional to be successful, they must be capable of managing both their own emotions and those of their employees. This will enhance organizational commitment, increase output and efficiency, retain top talent, and motivate employees to perform at

their best. This investigation demonstrates that emotional intelligence is a critical factor in enhancing workplace performance.

(Ugoani, Christain U. Amu , & Emenike O. Kalu , 2015) The primary objective of this study was to examine the correlation between transformational leadership style and emotional intelligence through the Pearson correlation method. In his argument that successful leaders necessitate emotional intelligence, or the qualities of self-awareness, impulse control, persistence, confidence, self-motivation empathy, social deftness, trustworthiness, adaptability, and a talent for collaboration, Goleman, who popularized and elevated the concept of emotional intelligence to academic prominence, drew on a wealth of research. A 5-point Likert-type questionnaire, which was derived from Schutte's Self-Report questionnaire, was employed to collect data. The Pearson correlation coefficient suggests a substantial positive correlation between transformational leadership style and emotional intelligence. The research implies that emotional intelligence plays a substantial role in the performance of a leader.

(R., Deeter-Schmelz, & Jane Z. Sojka, 2003) In order to resolve this issue, an exploratory qualitative study was implemented. Preliminary data from one-on-one depth interviews indicates a correlation between emotional intelligence (EI) and sales performance. The preliminary results of the study suggest that there may be a correlation between sales performance and emotional intelligence (EI).

Regrettably, research suggests that the emotional intelligence of children is deteriorating, and it also demonstrates "increasing deficiencies in emotional intelligence among workers, particularly among those who are new to the job" (Goleman 1998a, p. 12). This is unfavorable news for companies and sales managers who are seeking to hire individuals with higher levels of emotional intelligence. Nevertheless, contrary to the belief that personality traits or IQ are primarily fixed and immutable, emotional intelligence (EI) can be acquired (Goleman, 1995; Weisinger, 1998). Consequently, it is feasible to instruct salespeople and trainers who are deficient in all or a portion of emotional intelligence on how to become more emotionally attuned to both themselves and their clients. There is an abundance of exercises that are designed to enhance and refine emotional intelligence. It is advised that readers review the tasks in Epstein (1998), Feldman (1999), and Weisinger (1998).

(Gignac, Richard J. Harmer, & Sue Jennings, 2012) The objective of this study is to conduct a statistical analysis of the influence of an emotional intelligence (EI) training program on the sales performance and emotional intelligence of a group of salespeople. Strategy, procedure, and design A repeated measurements, between-groups, experimental design was implemented. The dependent variables were self-reported EI, rater-reported EI, and sales performance. The data analysis was conducted using split-plot ANOVAs

In summary, there was a correlation between sales performance and the EI reported by the raters. The EI training group also demonstrated improvements in self- and rater-reported EI in comparison to the control group. Limitations and implications of research: It is uncertain whether the EI training program will enhance sales performance in the long term. Practice implications: Coaches and human resource professionals may consider implementing an emotional intelligence (EI) training program to enhance the performance of salespeople.

The empirical findings support the significance of employees and their contributions to job performance, and they argue for the necessity of regulating them in a manner that enhances performance. The future performance of employees can be positively influenced by their appraisal and evaluation of their emotions. In the same vein, the ability to recognize and manage the emotions of supervisors, colleagues, and subordinates will contribute to the establishment of a progressive work environment.

This empirical study examines the significance of addressing employees' emotions and managing them in a manner that enhances performance. The results of the study indicate that pharmacists employed by global organizations are adept at managing their emotions and observing the emotions of others. Consequently, they are dedicated and satisfied with their occupations. Originality/Value - EI is one of the most significant concepts in the fields of psychology and management that has emerged in the past decade. This research aims to assess the impact of four EI characteristics on the job performance and organizational commitment of employees, with a particular emphasis on those employed in the pharmaceutical industry.

(Amjad, June 2018) The investigation concentrated exclusively on the academic personnel employed by the educational institutions in Quetta, Baluchistan. The sample size consisted of 358 respondents. Age, education, marital status, gender, and

employment history were employed as demographic variables in this investigation. The relationship was established through the execution of a regression analysis test. Organisational commitment is more strongly predicted by emotional intelligence than by job performance, as indicated by the results.

Businesses should evaluate the emotional intelligence of applicants during the recruiting process for new employees. Additionally, they should organize workshops and seminars on emotional intelligence for their employees.

(Shaban & Dr. Ruchika Yadav, April 2018) In order to provide a comprehensive examination of numerous Indian automobile manufacturers, this investigation has collected both primary and secondary data. Finding: The current study indicates that the impact of emotional intelligence on sales performance is highly prevalent in Indian industries.

(Dr. B.Radha & A. Bhavani Shree, December-2017)The two variables in our study are employee performance (JP), which is a dependent variable, and emotional intelligence (EI), which is an independent variable. Target samples were gathered from the middle management level using descriptive research design. The sample size was 50 people. Correlation and regression were used as the statistical test. The study's findings show that there are causal relationships between these trait- based EI components and contextual and task performance. In conclusion, this study offers proof that there is a meaningful connection between nursing professionals' contextual performance and emotional intelligence (EI). In addition, emotional intelligence aids in boosting employees' level of commitment, which in turn aids in improving performance. The influence is beneficial, but not to the degree that is necessary for performance at a standard level.

(Wisker & Athanasios Poulis, July - September 2014) The WLEIS emotional intelligence scale and the ADAPTS adaptive selling behaviour scale were used to collect data from 281 salespeople in Malaysia's financial industries. The results were statistically analysed using structural equation modelling (SEM). The outcomes were consistent with the model. Three EI domains were discovered to have an indirect effect on sales performance through ASB.

(Ali, August 2018) This study's goal was to find and evaluate the association between employees' sales success and emotional intelligence in surgical trade enterprises in Pakistan. Emotional intelligence was one of the independent variables examined in this study. It further included five sub variables: self-awareness, self-management, social awareness, social management, and empathy.

Test: Multiple linear regression was run. According to this study, those with higher emotional intelligence make better salespeople than those with lower emotional intelligence. Additionally, it demonstrates how crucial emotional intelligence is to an employee's ability to perform well in sales. The findings also show that self-awareness and social awareness don't directly affect sales performance as much as other predictor variables like self-management and social awareness do. Self-awareness and social awareness are related to self-management and social management, respectively, and are the means by which a person adjusts to their surroundings and the people around them to develop empathy. All of these factors can be taken into account when creating an employee emotional intelligence training programme that will increase their sales prospects.

(Reid, 2015) This quantitative correlational research study's goal was to investigate the connection between sales effectiveness of American-based sales professionals and emotional intelligence. undertook a quantitative correlational research study to investigate the link between sales performance of American-based sales professionals and emotional intelligence. Emotional intelligence, self-perception, self-expression, interpersonal skills, decision-making, and stress management were the independent variables.

The sales success of technology sales professionals headquartered in the United States was the dependent variable. chosen the EQ-i 2.0® online version (Multi-Health Systems, Inc., 2011). Since 2011, authorization has been permitted and made available by MHS. Results showed no violations of assumptions. The findings of the correlation analysis revealed a link between decision-making and sales performance. The outcome from this investigation is that decision making is significant in achieving sales performance. The linear regression model was a significant predictor of sales performance by merely considering decision making.

(Rahman, Fayaz Ali Shah, & Shahid Jan Kakakhel, March -2019) This study's goal is

to determine how the job performance (JP) and emotional intelligence (EI) of pharmaceutical sales representatives (PSRs) from diverse Khyber Pakhtunkhwa-based pharmaceutical companies relate to one another (Pakistan).

Verifying Supervisory Support's (SS) moderating influence on the EI-JP relationship is another goal of this research project. Utilizing the convenience sampling technique, information was gathered from 400 PSRs of businesses operating in Pakistan. For data analysis, a structural equation model (SEM) was used. The study's findings showed that PSRs with high EI also had excellent performance. Furthermore, the EI-JP link is not moderated by SS. Existing scales were applied to measure the EI, SS, and JP of PSRs.

The 33-item measure developed by Schutte et al. (1998) was employed to gauge the emotional intelligence (EI) of PSRs. "I expect that I will perform well on most things I try" is a frequent response. DeConinck and Johnson's (2009) four-item scale was used to measure the SS of PSRs. Hur et al. employed a four-item test to measure the criteria variable, which is the JP of PSRs (2015). On a five point Likert scale, from "strongly disagree" to "strongly agree," responses were gathered and recorded. Finding the connection between EI and JP of PSRs was the first goal of this research investigation.

Finding out how SS affected the link between EI and JP was the second goal of this research project. The results show a positive relationship between PSRs' EI and JP. A high level of EI teaches PSRs how to employ particular emotions to comprehend client wants, hit sales goals, grow market share, and improve JP. It was discovered, however, that SS does not modify the suggested relationship between EI and JP. One could also add that many do not anticipate SS. In order to perform better and avoid stress, those who are anticipating SS must actively engage in using EI to recognise and comprehend their own emotions as well as those of others.

(Dosiry, Othman H. Alkhadher, & Elsayed M. AlAqraa, July 2014) The target sample consisted of sales professionals working in the Kuwait automotive industry. The researchers met with and submitted formal proposals to managers of all 30 car dealerships in Kuwait. Twenty-four managers (80% of those approached) agreed to participate, resulting in a total of 218 sales employees who participated in this study. All participants sold cars or related services.

Salespeople who work in the automotive sector in Kuwait made up the target sample. All 30 Kuwaiti vehicle dealership managers were contacted by the researchers, who also presented them with written suggestions. A total of 218 sales personnel took part in this study, thanks to the participation of 24 managers (or 80% of those contacted). Every participant offered auto sales or related services.

(Z.Kasapi & A. Mihiotis, 2014) The target audience for the study was seniors, middle managers, and supervisors in pharmaceutical organizations. In order to extract and elaborate the following material, this study was concentrate on developing a theoretical communication model. It is suggested that the relationship between EQ, communication model, leadership, and organisations' decision-making processes be researched in diverse industries and professions in order for researchers to draw comparative results.

(Jameson & Aiden Carthy, July 2016) Research has demonstrated that employers favour graduates who possess higher levels of emotional intelligence. Many initiatives to increase students' levels of EI have involved, whole school' approaches, whereby generic EI skills programmes are delivered to all students in a third level institute.

According to research, employers favour graduates with greater levels of emotional intelligence. The delivery of general EI skills programmes to all students in a third-level institution has been a common strategy used to raise students' levels of emotional intelligence.

The importance and current state of graduates' social and emotional competences were discussed in this study based on results of a preliminary survey of employers (n = 500). Five industries that have been highlighted as growing in Ireland were covered by the survey: engineering, IT/computing, professional services (including accounting, business, finance, HR, legal, and retail), science (including pharmaceutical and life sciences), and social science. It aimed to investigate employers' viewpoints in order to ascertain whether different career sectors have varied expectations for graduates in terms of social and emotional competencies. Initial survey results showed a significant gap between the level of significance employers place on emotional intelligence competencies and the levels currently expressed by graduate employees. This might be a huge opportunity for students to learn the exact skills that are most valued by companies in their chosen fields of study, thereby improving their employability and

career success. Qualitative interviews with a sample of top managers from all five sectors will wrap up phase one.

(Anbarasan & Mehta Nikhil K, July 2010)The aim of this study is to discover the mediating factors that impact both emotional intelligence (EI) and quality of working life (QWL) for future research. Emotional intelligence is a personal characteristic, whereas the quality of working life is a characteristic of an organization. Therefore, in order to comprehend the relationship between these two factors, It is crucial to examine both the individual and the surroundings simultaneously in order to understand the interaction between the person and the environment. The purpose of our study is to address this deficiency by proposing the hypothesis that an employee's impression of the quality of their working life is contingent upon their emotional intelligence.

The study has found that several behavioral and attitudinal aspects, such as relationship management, organizational citizenship behavior, job satisfaction, affective commitment, stress management, and performance, have a role in moderating the association between emotional intelligence (EI) and quality of work life (QWL). Thus, it can be inferred that any HRD program aimed at enhancing workers' impression of the quality of their working life in the organizational environment should prioritize their training in emotional intelligence. This training should specifically address their ability to assess and understand their emotional connection to the content and context of their job.

## 2.2 Important Literature review summary:

Sr. No	Name of Author	Methodology used (Tests)	Results found
1.	Pandey & Dr. Deepti Sharma 2022	Correlation	Emotional Intelligence, a simple and succinct instrument that has previously been related with many other organizational measures, such as work performance, stress, contentment, and leadership traits, is becoming a critical tool for routine operations. Emotional intelligence training, like cognitive intelligence and ability assessment and development, can considerably improve the financial health of individuals and businesses.
2.	Alismail, Luigi Pio , Leonardo Cavaliere & Srinivasan Krishnasamy	Correlation	The findings show a significant positive association between emotional intelligence, employee organizational commitment, and job satisfaction. The association between individual and organizational achievement was only established under certain conditions.
3.	R, Deeter-Schmelz & Jane Z. Sojka 2003	Preliminary data from one-on-one depth interviews indicate a link between EI and sales performance.	The study's preliminary findings show evidence of a possible association between emotional intelligence (EI) and sales performance.

4.	Anbarasan & Mehta Nikhil K, July 2010	Secondary data analysis	The study has identified various behavioral and attitudinal factors, including relationship management, organizational citizenship behavior, job satisfaction, affective commitment, stress management, and performance, that play a role in influencing the relationship between emotional intelligence (EI) and quality of work life (QWL).
5.	Atiq Ur Rahman, Fayaz Ali Shah & Shahid Jan March -2019	Structural equation model (SEM)	This research found that PSRs with high EI also performed well.
6.	A & Dahbour Nasour, 2016	Multiple regression analysis	The study produced a number of findings, including the following: there is a significant statistical relationship between Emotional Intelligence (Self-Regulation & Empathy) and Project Success in Jordanian Human Pharmaceutical Industrial firms; additionally, there is a significant statistical moderate effect between Emotional Capability (Dynamics of Encouragement & Dynamics of Experiencing)
7.	Rafi & Tahir Saeed, 2019	Pearson's Correlation, Simple Regression, and Moderating Regression for inferential statistics	Salespeople's emotional intelligence enhance their ability to sale. Findings suggested to train salespeople on emotional intelligence to enhance strong buyer seller relationship.

8.	Irena vida 2018	Structural Equation modelling	The results show that customer-oriented and flexible selling are the two main selling behaviors that fully moderate the favorable relationship between emotional intelligence and salesperson effectiveness. Practical implications: This study can help managers in sales and marketing learn more about the use of specific talents, such as emotional intelligence.
9.	Gignac, Richard J Harmer & Sue Jennings 2012	Split-plot ANOVAs & Correlation	Correlation existed between rater-reported EI and sales performance. Repercussions for practice: To improve salespeople's performance, coaches and HR specialists may want to consider implementing an Emotional Intelligence (EI) training program.
10.	Khalid, Muhammad Khaleel & Anees Janee Ali 2018	Partial least squares structural equation modelling (PLS-SEM	The way that workers assess and evaluate their emotions can have a favorable effect on how well they perform in the future. Likewise, recognizing and managing the emotions of coworkers, superiors, and subordinates will contribute to the development of a progressive workplace culture. One of the key concepts in psychology and management over the past ten years is emotional intelligence (EI). The purpose of this study is to assess how four aspects of emotional intelligence (EI) affect job performance and organizational commitment in workers, especially those in the pharmaceutical industry.

11.	Wisker & Athanasios Poulis 2015	The WLEIS emotional intelligence scale and the ADAPTS adaptive selling behaviour scale were used structural equation modeling	The outcomes aligned with the model. Sales performance does not seem to be directly impacted by emotional intelligence. Using adaptive selling behaviour as a mediating variable, it had an impact on sales performance.
12	Ugoani, Christain U. Amu & Emenike O. Kalu 2015	Pearson correlation approach Schutte's Self-Report questionnaire.	The Pearson correlation coefficient shows that transformational leadership style and emotional intelligence are significantly positively correlated. According to the study, emotional intelligence has a big role in how well leaders function.
13.	Sencanski, Ivana Tadic & Valentina Marinkovic 2022	Quantitative, qualitative, or mixed method research	Pharmacy leadership programs significantly raise EI levels, according to one study. Among practicing community pharmacists, a different study discovered a connection between entrepreneurial orientation and emotional intelligence. Increased job creativity, proactivity, and risk-taking were linked to higher EI scores. When EI data from several HPs were examined, one study found that pharmacists outperformed other professions in the EI subdomains of social skills, self-motivation, and self-awareness.
14.	Kannaiah & Dr. R.	Goleman scale	Emotional intelligence is vital for corporate personnel. An HR professional needs to be able to control both their own and the employees' emotions in order to succeed. This will increase productivity and efficiency, retain top talent, fortify organizational

	Shanthi 2015		commitment, and motivate employees to give their best work. This study shows that improving emotional intelligence is crucial for improving productivity at work.
15.	Amjad June 2018	Regression analysis	The results show that emotional intelligence predicts organizational commitment more strongly than job success. When employing new staff, companies should evaluate the emotional intelligence of candidates. Additionally, they want to offer their employees lectures and training on emotional intelligence.
16.	Dr. B. Radha & A.Bhavani Shree – December 2017	Correlation and regression	The results of the study demonstrate that these trait-based EI components and task and contextual performance are causally related. Finally, this study provides evidence that emotional intelligence (EI) and contextual performance of nursing professionals are significantly correlated. Furthermore, emotional intelligence contributes to increased employee dedication, which enhances performance. Although not to the extent required for performance at a standard level, the influence is positive.
17.	Ali August 2018	Multiple linear regression	Emotional intelligence makes a person a better salesperson. The results also indicate that other predictor variables, such as self-management and social awareness, have a greater direct impact on sales performance than do self-awareness and social awareness. Self-awareness and social awareness are the ways

			in which an individual learns to adapt to their environment and the people in it in order to become empathetic. They are linked to self-management and social management, respectively. When developing an emotional intelligence training program for employees, all of these variables can be considered in order to improve their sales chances.
18.	Reid 2015	Correlation, regression analysis	Decision-making and sales performance are related, according to the correlation analysis's findings. The investigation's conclusion is that making decisions has a big impact on achieving sales performance.
19.	Shaban & Dr. Ruchika Yadav, April 2018	Qualitative analysis	There is a strong correlation between emotional intelligence and sales performance in Indian enterprises in automobile Industry
20.	Pandya, Dr. Anjali Kalse, & Dr. Mona Sinha 2022	Correlation and regression, non-parametric tests like the Kruskal-Wallis test and the Mann-Whitney U test	This study investigates the connection between higher worker productivity and emotional intelligence.

## **2.3 Literature Gap**

In a number of industries, including financial services, education, information technology, and the automotive sector, emotional intelligence (EI) has been the subject of substantial research. According to these studies, sales performance and emotional intelligence (EI) are positively correlated, underscoring the significance of EI in attaining economic success. Nevertheless, despite its importance, there is still little research on how EI affects the pharmaceutical sector, especially in Gujarat. This study seeks to establish a correlation between Emotional Intelligence and Sales Performance, emphasizing how the four key components of EI—Self-Awareness, Self-Management, Social Awareness, and Relationship Management—influence sales outcomes. By identifying the role of EI in sales effectiveness, organizations can develop targeted training programs to enhance these competencies among sales professionals. By bridging the gap between EI and sales performance, this study aims to offer practical implications for organizations seeking to enhance sales outcomes through emotional intelligence development.

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