
EMOTIONAL INTELLIGENCE AND ENTREPRENEURIAL TRAITS AMONG THE YOUTH IN MADURAI DISTRICT

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Dr. S. PARI PARAMESWARAN

Assistant Professor, Department of Youth Welfare Studies
Madurai Kamaraj University, Madurai, Tamil Nadu, India

Abstract

Entrepreneurship is a broad term encompassing a set of skills that includes creativity, leadership and communication, risk taking, persistence, hard work, motivation and teamwork. Entrepreneurship is an activity, which leads to the creation and management of a new organization designed to pursue a unique and innovative opportunity. It involves measures to encourage individuals to become entrepreneurs and equip them with the necessary skills to create a successful business model. In essence entrepreneurship is about spotting opportunities, creating new ideas and having confidence and capabilities to turn these ideas into working realities. The present research examined to study the emotional intelligence and entrepreneurial traits among the youth in Madurai district. The total number of questionnaires distributed in the self-administered survey was 750 sets. A stratified random sampling method is applied in this research for selecting the sample. As a result, 555 (filled questionnaire) valid sets of questionnaires were available and then used for further analysis using SPSS software version 21. A structured questionnaire was used to collect the data, while the correlation analysis was used to analyze the data. Hence, the study, therefore, concluded that the correlation coefficient for emotional intelligence is strong and positive.

Keywords: Emotional Intelligence, Traits, Youth

Introduction

Entrepreneurship is currently being encouraged and embraced by educational institutions, government, policy makers, society and corporations. It is high on the agenda of policymakers of higher education to encourage students in developing entrepreneurial skills in their area of specialization and thereby increasing their employment opportunities. This study attempts to analyze the existing level of emotional traits among college students, to find ways and means of motivating them and offer suggestions for developing entrepreneurial intention among college students. Apart from the few elite institutes, arts and science education in India is often outdated and irrelevant. Most arts and science graduates do not possess the skills needed to compete in the economy, and industries have been facing a consistent skills deficit. In this situation, innovative means of raising standards and promoting excellence in arts and science education should be adopted in such a way to develop entrepreneurial intention of students and prepare them for their future. Therefore, more arts and

science students need to become entrepreneurs or adopt entrepreneurial intention in order to transform their ideas into marketable products. Educating young people to embrace entrepreneurial traits and behaviors' will enable them to prepare for productive careers as leaders in their profession. This study made an attempt to measure the emotional intelligence and entrepreneurial traits among the students.

Literature Review

Azghandi, A.A. et al., (2007) in their research examined the validity and reliability of the Trait Emotional Intelligence questionnaire (Petrides&Furnham, 2001), as well as the academic level and gender differences in emotional intelligence. A random selection of 936 Iranian middle-school and high-school students, living in Gilan Province (North of Iran) were administered this questionnaire. Results indicated higher levels of emotional intelligence among female than male students. Amy E. Boren (2010) in her study has claimed that for entrepreneurs, the ability to understand and accurately express nonverbal emotions as well as interpret the emotional expressions of others is extremely important. GorkanAhmetoglu et al., (2011) have completed this study conducted on 528 (288 males) participants, most from the UK. Their ages ranged from 16–84 years. Their results suggest that more emotionally intelligent individuals are more likely to engage in innovative entrepreneurial activities - a finding which is in line with previous research suggesting that individuals high in EI tend to have higher affectivity, informing creative dispositions and thus facilitating innovation. Measure used for the study: Trait Emotional Intelligence questionnaire – Short form (TEIQueSF; Petrides&Furnham, 2006) Por, J. et al. (2011) in their study claimed that EI has the potential to enable individuals to cope better and experience less stress thus contributing to a healthy and stable workforce. Their study aimed to explore the EI of nursing students (n = 130, 52.0%) and its relationship to perceived stress, coping strategies, subjective well-being, perceived nursing competency and academic performance. Students were on the adult pathway of a nursing diploma or degree programme in one Higher Education Institution (HEI) in the United Kingdom (UK). The findings suggest that increased feelings of control and emotional competence assist nursing students to adopt active and effective coping strategies when dealing with stress, which in turn enhances their subjective well-being. Muhammad Zaman (2013) in his study explored the entrepreneurship profile of the Pakistan university students (Peshawar region) and evaluated their entrepreneurial inclination by making comparison with non-entrepreneurially inclined students. In this study the entrepreneurial profile of the students is constituted by six traits namely need for achievement, innovativeness, locus of control, risk taking propensity, tolerance for ambiguity, self-confidence. A random sample of master students (n = 137) from two Peshawar universities was adopted for the study. The results of t-test showed that except for tolerance for ambiguity and self-confidence all entrepreneurial traits were found to be higher in entrepreneurially

inclined students as compared to non-inclined students. This study was restricted only to the master students only. Mai Nguyen (2014) did a survey of 938 young people from 18 to 35 years old in Ho Chi Minh City, including students, employees and entrepreneurs. The results show that 70% of young people have a desire to start their own business. They have strong entrepreneurship traits of Enthusiasm, Open mindedness, Responsibility and Materialism and relatively low in Risk-taking and Trust.

Objectives of the Study

1. To determine the relationship between emotional intelligence and entrepreneurial traits among the youth.

Methodology

The study is basically an empirical one based on data gathered from the youth in Madurai District. A sample of 555 youth has been chosen for the purpose of the study. The primary data was gathered using the questionnaire method administered by a prefixed schedule in person with each respondent. The study pertains to understanding the impacting factors of emotional intelligence on entrepreneurial traits from a cross section of youth from the chosen colleges. For this study, the researcher used a well-structured questionnaire to collect the data from the respondents. The questionnaire related factors of emotional intelligence and personal entrepreneurial traits & social entrepreneurial traits. The researcher used correlation analysis to identify the factors of emotional intelligence and traits. IBM SPSS 21 version was used for statistical purpose.

Results and Discussion

Relationship among Dimensions of Emotional Intelligence

Emotional Intelligence is divided into the four factors of Sociability, Emotionality, Self-Control and Well Being.

Ho: There is no relationship among various dimensions of Emotional Intelligence.

Table 1 Relationship among dimensions of Emotional Intelligence

Emotional Intelligence	Sociability	Emotionality	Self-Control	Well Being
Sociability	1.000	0.414**	0.690**	0.704**
Emotionality		1.000	0.366**	0.250**
Self-Control			1.000	0.146**
Well Being				1.000

** .Correlation is significant at the 0.01 level(2-tailed).

From the above table it can conclude that correlation coefficient for all the Factors of Emotional Intelligence is strong and positive. It can further be concluded that Sociability has a positive and significant relation with Emotionality(41%), Self-Control

(69%) and Well Being (70%). Emotionality has a positive and significant relation with Self Control(37%) and Well Being(25%). Self-Control has a positive and significant relation with Well Being (15%).

Correlation between Personal Entrepreneurial Traits and Social Entrepreneurial Traits

Entrepreneurial Traits are classified into two as Personal Entrepreneurial Traits& SocialEntrepreneurial Traits. Personal Entrepreneurial Traits comprises of Risk Taking, Creativity & Innovation, Self Confidence, Internal Locus of Control, Passion and Perseverance. Social Entrepreneurial Traits comprises of Flexibility, Honesty, Need for Achievement and Optimism.

Table 2 Correlation between Personal Entrepreneurial Traits and Social Entrepreneurial Traits

Traits	Personal Entrepreneurial Traits	Social Entrepreneurial Traits
Personal Entrepreneurial Traits	1.000	0.817**
Social Entrepreneurial Traits		1.000

** .Correlation is significant at the 0.01 level(2-tailed).

From the above table it can conclude that the correlation coefficient for Personal Entrepreneurial Traits and Social Entrepreneurial Traits is positive. Hence it can be concluded that Personal Entrepreneurial Traits has positive and strong relation with Social Entrepreneurial Traits(82%).

Conclusion

The present study has concluded that introducing Entrepreneurial Education in Higher Education Institutions is the need of the hour, which would go a long way in providing our youth the experience of business ownership early in life. Preparing today's youth for success and ultimate leadership in the global environment should be the prime focus of education today. Providing college students with necessary guidance and opportunity at the most critical junctures along their educational journey will have a profound impact on their future. Thus Entrepreneurship education in Higher Education Institutions should be taken seriously and should be seen as an important tool to achieving these objectives.

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