



Research Article

JOB EMOTIONAL REQUIREMENT ILLUMINATION USING EMOTIONAL INTELLIGENCE DIMENSIONS

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ARTICLE INFO

Article History:

Received 14th November, 2017

Received in revised form 5th

December, 2017

Accepted 3rd January, 2018

Published online 28th February, 2018

Key words:

Emotional Intelligence, emotional content, Job emotional Requirement, Developing Others, Inspirational Leadership, Conflict Management, Change Catalyst, Teamwork & Collaboration, Influence, Emotional Self Control, Transparency, Adaptability, Initiative, Achievement, Optimism, Contextual Source, Task Source, Emotional Dissonance, Job Source etc.

ABSTRACT

Emotional Intelligence is one among the most advanced and powerful tool that makes a person to get equipped with higher emotional content. It thus helps a person to get aware of self and other people's emotions and also finds suitable and possible ways for their management. Previous studies have significantly proved that Emotional Intelligence enhances Job Satisfaction and Job Performance among individuals. It also eliminates turnover intentions and finally keeps the emotional content high. Job emotional Requirement is talk of the era these days. Maintaining effective level of Job Emotional Requirement is necessary these days for better work performance and Emotional Intelligence enhances it. Present study seeks to analyze the impact of various dimensions of Emotional Intelligence on Job Emotional Requirements among Medical Representatives in Jammu and Kashmir State. The study shall accumulate the impact of Developing Others, Inspirational Leadership, Conflict Management, Change Catalyst, Teamwork & Collaboration, Influence, Emotional Self Control, Transparency, Adaptability, Initiative, Achievement and Optimism dimensions of Emotional Intelligence on Contextual Source, Task Source, Emotional Dissonance and Job Source dimensions of Job Emotional Requirement.

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INTRODUCTION

The complexity of business era is at its peak these days. Every firm comes into the market with the aim of producing good quality and effective products and then adopts every possible and effective ways to sell the produced products in the market. In that case all the efforts are confined towards four P's of Marketing Mix in case of tangible products and then finally in case of services four P's are stretched to seven depicting the complex nature of service industry. In this case each functional area must be integrated and collaborated so that they provide value chain in the form of integration of all the value activities in the firm. But there is one prerequisite for integrating all the functional areas and that is human resource. Human resource is one such element which not only binds the other functional areas but also separately defines roles and responsibilities under each functional area. While selection and recruitment of personnel much concern is paid towards their qualification, experience, behavior, attitude, personality, decision making, physical issues, psychological issues etc. but very less concern is paid towards emotional contents and parameters. But the time has now witnessed the need of the hour for analyzing the

emotional facets of people working in various diversified organizations as emotional lacking is affecting their work satisfaction and performance up to a greater extent (Goleman, 1998). Emotional Intelligence is one such modern tool that not only helps in assessing emotional level but also provides ways and methods for elimination of negative emotions and enhancement of optimistic emotions. The various dimensions that have been used in this study include Developing Others, Inspirational Leadership, Conflict Management, Change Catalyst, Teamwork & Collaboration, Influence, Emotional Self Control, Transparency, Adaptability, Initiative, Achievement and Optimism dimensions of Emotional Intelligence while four more dimensions of Job Emotional Requirement have been adopted to conduct the current study and they are Contextual Source, Task Source, Emotional Dissonance and Job Source. Developing others accounts for seeking the issues that are responsible for enhancing others around a particular individual whereas Inspirational Leadership accounts for effective capability to influence others to work in a particular way. Conflict Management brings out agreed resolutions and Change Catalyst finds scope for improvement and modernization. Teamwork and Collaborations asks for bringing integrity and team spirit while Influence is responsible for positive direction. Emotional Self Control is appraisal of self-emotions in an optimistic way. Transparency brings accountability while Adaptability finds

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ways through which a person can easily adopt change for positivity. Initiative explains eagerness to initiate whereas Achievement accounts for collaborative success. Optimism develops positive attitude and gives strength to work effectively despite of challenges.

LITERATURE REVIEW

R. Fatemeh *et al* (2014), Conducted a study by considering Emotional Intelligence and Work-related Performance amid nurses employed in a hospital. Resultsexposed that Emotional Intelligence is responsible up to a greater extent in enhancing work-related performance of nurses as they are able to uphold accurately their level of obligatory emotions at job. It was further retrieved from the research study that Emotional Intelligence implies a constructiveupshot on overall health.

Saeed Y. *et al* (2013), inspected a study by far sighting the association amongst Emotional Intelligence and eminence of work accomplished by nurses. Results discovered that there is a consistent and cumulative demand for obtaining Emotional Intelligence acquaintance. Nurses who own low level of Emotional Intelligence are not able to correctly control their level of emotions at job thus it disturbs their level of enactment and they are not able to appropriately get through challenges.

Farh *et al* (2012), planned a study taking into consideration 212 defendants working in numerous establishments. The study was accompanied to tot out relationship between Emotional Intelligence and emotional prerequisite at place of work. It wasdetermined that defendants who are taught and equipped with Emotional Intelligence training,own high level of intellectual competences and can effortlesslyachieve their level of emotional prerequisite at place of work.

Salim (2010), recommended from his research study that emotional exhibition at job is unswervingly related with Emotional Intelligence. Deficiency of emotions management brings outenlarged level of stress, unaccepted attitude, nervousness, hopelessness and impoliteness. Emotional Intelligence in a healthier way helps in acclimating negative philosophy into constructive one by decorationof the direction of their dynamic inputs and foundations. It also endorses fortitude, attentiveness and path so that a standard could be established for masses.

Shaker (2010), determined from his research study that Job Emotional Requirement is very indispensable for upholding high job performance at place of work. Moreover, apparatuses like Emotional Intelligence are extremely operative in preserving and handling significant amount of emotional condition among nurses at job which lastly helps them in determining their determination and concentration towards apportioned work.

Mosavi (2009), exemplified from his research that Emotional Intelligence techniques are very operative in eradicating job burdens by managing appropriate and compulsory level of emotions at job. Furthermore, Emotional Intelligence fetches out optimistic spirits and hence contourspsychological health completely.

B.O. Nina (2005), concocted a research study for determining relationship amid Emotional Intelligence, stress at workplace and wellbeing outcomes amongst workers indulged in human services. Outcomes exposed that Emotional Intelligence has a

momentous part in handling at job emotions that decreases level of job-related stress and stopscynical health vintages.

Aziz & Hosseinin (2004), examined from their research study that nursing jobs are very monotonous and need high level of emotional requisite which can be contented through Emotional Intelligence. Lack in Job Emotional Requirement shall originate out in the form of decrease in patients apprehension and finally a collapse in gratification level of patients.

Gardner *et al* (2003), tried to form the connotation between Emotional Intelligence, Occupation Stress and corporal and passionate health. Deduction from the research portrayed that Emotional Intelligence has a great influence towards handling level of stress and undesirable emotions at workplace. People owning high Emotional Intelligence can easily achieve their emotions at job and uphold significant level of emotions that are essential to achieve their duties in awell-organizedmethod.

Ashkanasy, Hartel & Jorden (2002), considered the influence of Emotional Intelligence on emotional and behaviorresponses that lead to job vagueness. It was examined that workers with low level of Emotional Intelligence are more persuaded and incredulous by undesirable emotions finally consequential into job uncertainty that is also delaying overall performance of organization. On the other hand, employees who have extraordinary Emotional Intelligence gratification are able to correctly access the on-job prerequisite of emotions and are very much dedicatedto their occupations.

MATERIAL AND METHODS

Present study has been worked out with the help of primary and secondary data. Primary data has been collected from a total of 205 respondents who are medical representatives associated with different pharmaceutical firms. Secondary data has been collected from various reports published by various pharmaceutical firms and also from health department. The information and data that has been collected is made to go through analysis by employing various statistical tools so as to determine the results.

Objectives

1. To analyze the impact of various dimensions of Emotional Intelligence on Contextual Source dimension of Job Emotional Requirement among medical representatives in Jammu and Kashmir State.
2. To access the effect of various dimensions of Emotional Intelligence on Task Source dimension of Job Emotional Requirement.
3. To analyze the impact of various dimensions of Emotional Intelligence on Emotional Dissonance dimension of Job Emotional Requirement among medical representatives in Jammu and Kashmir State.
4. To access the effect of various dimensions of Emotional Intelligence on Job Source dimension of Job Emotional Requirement.

RESULT AND DISCUSSION

Dimensions of Emotional Intelligence has always played a beyond expected role in eliminating the negative emotions among people. The detailed analysis representing the impact of Emotional Intelligence dimensions in presented as follows:

Table number 1 shows the relationship between Developing Others dimension of Emotional Intelligence along with Contextual Source, Task Source, Emotional Dissonance and Job Source. From the table values it has been evaluated that the relationship between Developing Others and Contextual Source is significant with p value of 0.042. It shows Developing Others dimension of Emotional Intelligence has a significant impact on Contextual Source. The relationship between Developing Others and Task Source and Developing Others and Emotional Dissonance is found to be not significant with p values of 0.327 and 0.376. It depicts that Developing Others dimension has no direct impact on Task Source and Emotional Dissonance. It has also been found that Developing Others have a considerable impact on Job Source as relationship has been found to be significant but of an average nature with a p value of 0.028. The values of Estimates and Standard estimates for all the dimensions stood at 0.234 and 0.083 for Developing Others and Contextual Source, 0.148 and 0.040 for Developing Others and Task Source, 0.142 and 0.049 for Developing Others and Emotional Dissonance and 0.236 and 0.089 for Developing Others and Job Source.

Table 1 Developing Others & Job Emotional Requirement

Dimensions & Sub-dimensions	Relationship	Estimates	Standard Estimates	P-Value	Significance (Yes/No)
Developing Others & Job Emotional Requirement	EIDO-JERCS	0.234	0.083	0.042	Yes
	EIDO-JERTS	0.148	0.040	0.327	No
	EIDO-JERED	0.142	0.049	0.376	No
	EIDO-JERJS	0.236	0.089	0.028	Yes

Table number 2 shows the relationship between Inspirational Leadership and various dimensions of Job Emotional Requirement (Contextual Source, Task Source, Emotional Dissonance and Job Source). The relationship between Inspirational Leadership and Contextual Source; Inspirational Leadership and Task Source; and Inspirational Leadership and Emotional Dissonance have been found to be significant with p values of 0.036, 0.032 and 0.027 while relationship between Inspirational Leadership and Job Source have been found to be not significant with p value of 0.337. This depicts that Inspirational Leadership has a direct impact on Contextual Source, Task Source and Emotional Dissonance while it has no impact on Job Source. The values of Estimates and Standard estimates for all the dimensions stood at 0.269 and 0.073 for Inspirational Leadership and Contextual Source, 0.291 and 0.088 for Inspirational Leadership and Task Source, 0.278 and 0.097 for Inspirational Leadership and Emotional Dissonance and 0.148 and 0.053 for Inspirational Leadership and Job Source.

Table 2 Inspirational Leadership & Job Emotional Requirement

Dimensions & Sub-dimensions	Relationship	Estimates	Standard Estimates	P-Value	Significance (Yes/No)
Inspirational Leadership & Job Emotional Requirement	EIIL-JERCS	0.269	0.073	0.036	Yes
	EIIL-JERTS	0.291	0.088	0.032	Yes
	EIIL-JERED	0.278	0.097	0.027	Yes
	EIIL-JERJS	0.148	0.053	0.337	No

Table number 3 shows the values for relationship of Conflict Management dimension of Emotional Intelligence with various dimensions of Job Emotional Requirement (Contextual Source, Task Source, Emotional Dissonance and Job Source). Findings revealed that Conflict Management has significant positive relationship with Task Source and Job Source with p value of 0.041 and 0.044 while it has a negative association

with Contextual Source and Emotional Dissonance depicting p value of 0.272 and 0.313. It depicts that Conflict Management affects Task Source and Job Source while has negligible impact on Contextual Source and Emotional Dissonance. The values of Estimates and Standard estimates for all the dimensions stood at 0.134 and 0.051 for Conflict Management and Contextual Source, 0.283 and 0.098 for Conflict Management and Task Source, 0.144 and 0.046 for Conflict Management and Emotional Dissonance and 0.276 and 0.085 for Conflict Management and Job Source.

Table 3 Conflict Management & Job Emotional Requirement

Dimensions & Sub-dimensions	Relationship	Estimates	Standard Estimates	P-Value	Significance (Yes/No)
Conflict Management & Job Emotional Requirement	EICM-JERCS	0.134	0.051	0.272	No
	EICM-JERTS	0.283	0.098	0.041	Yes
	EICM-JERED	0.144	0.046	0.313	No
	EICM-JERJS	0.276	0.085	0.044	Yes

Values presented in table number 4 shows the type of relationship of Change Catalyst with other dimensions of Job Emotional Requirement. It was found that Change Catalyst has considerable impact on Contextual Source and Job Source as depicted by p value of 0.027 and 0.019 while it was further accessed that Change Catalyst does not impact Task Source and Emotional Dissonance as p value has been estimated to be 0.359 and 0.424. The values of Estimates and Standard estimates for all the dimensions stood at 0.229 and 0.0577 for Change Catalyst and Contextual Source, 0.147 and 0.047 for Change Catalyst and Task Source, 0.146 and 0.048 for Change Catalyst and Emotional Dissonance and 0.226 and 0.099 for Change Catalyst and Job Source.

Table 4 Change Catalyst & Job Emotional Requirement

Dimensions & Sub-dimensions	Relationship	Estimates	Standard Estimates	P-Value	Significance (Yes/No)
Change Catalyst & Job Emotional Requirement	EICC-JERCS	0.229	0.077	0.027	Yes
	EICC-JERTS	0.147	0.047	0.359	No
	EICC-JERED	0.146	0.048	0.424	No
	EICC-JERJS	0.226	0.099	0.019	Yes

Table number 5 values depict association of Teamwork and Collaboration dimension of Emotional Intelligence with various dimensions of Job Emotional Requirement (Contextual Source, Task Source, Emotional Dissonance and Job Source). It has been found during analysis of data that the relationship between Teamwork and Collaboration dimension is significant with all the dimensions of Job Emotional Requirement (Contextual Source (p value 0.039), Task Source (p value 0.046), Emotional Dissonance (p value 0.017) and Job Source (p value 0.028)). It presents that Teamwork and Collaboration has a direct and significant impact on Contextual Source, Task Source, Emotional Dissonance and Job Source. The values of Estimates and Standard estimates for all the dimensions stood at 0.274 and 0.072 for Teamwork & Collaboration and Contextual Source, 0.246 and 0.078 for Teamwork & Collaboration and Task Source, 0.300 and 0.098 for Teamwork & Collaboration and Emotional Dissonance and 0.285 and 0.084 for Teamwork & Collaboration and Job Source.

Table 6 holds values for depicting relationship of Influence dimension of Emotional Intelligence with Contextual Source, Task Source, Emotional Dissonance and Job Source. It has been found that Influence dimension is in positive association

with Contextual Source, Task Source, Emotional Dissonance and Job Source with p-values of 0.041, 0.033, 0.046 and 0.019.

Table 5 Teamwork & Collaboration & Job Emotional Requirement

Dimensions & Sub-dimensions	Relationship	Estimates	Standard Estimates	P-Value	Significance (Yes/No)
Teamwork & Collaboration & Job Emotional Requirement	EITC- JERCS	0.274	0.072	0.039	Yes
	EITC- JERTS	0.246	0.078	0.046	Yes
	EITC- JERED	0.300	0.098	0.017	Yes
	EITC- JERJS	0.285	0.084	0.028	Yes

It means Influence has considerable effect on all the dimensions of Job Emotional Requirements. The values of Estimates and Standard estimates for all the dimensions stood at 0.251 and 0.096 for Influence and Contextual Source, 0.268 and 0.088 for Influence and Task Source, 0.277 and 0.092 for Influence and Emotional Dissonance and 0.259 and 0.093 for Influence and Job Source.

Table 6 Influence & Job Emotional Requirement

Dimensions & Sub-dimensions	Relationship	Estimates	Standard Estimates	P-Value	Significance (Yes/No)
Influence & Job Emotional Requirement	EIIN- JERCS	0.251	0.096	0.041	Yes
	EIIN- JERTS	0.268	0.088	0.033	Yes
	EIIN- JERED	0.277	0.092	0.046	Yes
	EIIN- JERJS	0.259	0.093	0.019	Yes

Table number 7 presents values of relationship between Emotional Self Control and various dimensions of Job Emotional Requirement. It has been found that Emotional Self Control does not have a significant relationship with Contextual Source and Job Source with p value of 0.176 and 0.430. The value of estimates and standard estimates have been found as 0.149 and 0.042 for Emotional Self Control and Contextual Source whereas 0.153 and 0.032 for Emotional Self Control and Job Source. Moreover Emotional Self Control has significant positive relationship with Task Source and Emotional Dissonance with p value of 0.033 and 0.028. Estimate and Standard Estimate values have been found to be 0.288 and 0.087 for Emotional Self Control and Task Source and 0.310 and 0.099 for Emotional Self Control and Emotional Dissonance.

Table 7 Emotional Self Control & Job Emotional Requirement

Dimensions & Sub-dimensions	Relationship	Estimates	Standard Estimates	P-Value	Significance (Yes/No)
Emotional Self Control & Job Emotional Requirement	EIESC- JERCS	0.149	0.042	0.176	No
	EIESC- JERTS	0.288	0.087	0.033	Yes
	EIESC- JERED	0.310	0.099	0.028	Yes
	EIESC- JERJS	0.153	0.032	0.430	No

Table number 8 values present the relationship of Transparency dimension of Emotional Intelligence with various dimensions of Job Emotional Requirement (Contextual Source, Task Source, Emotional Dissonance and Job Source). Transparency has significant positive relationship with all the four dimensions of Job Emotional Requirement (Contextual Source, Task Source, Emotional Dissonance and Job Source). The p values for the established and observed relationships are 0.033 for transparency and Contextual Source, 0.047 for Transparency and Task Source, 0.016 for Transparency and Emotional Dissonance and 0.025 for Transparency and Job Source. The value of estimates and standard estimates have been found to be 0.261 and 0.083 for Transparency and Contextual Source, 0.283 and 0.077 for Transparency and Task Source, 0.272 and 0.068 for Transparency and Emotional

Dissonance and 0.301 and 0.025 for Transparency and Job Source.

Table 8 Transparency & Job Emotional Requirement

Dimensions & Sub-dimensions	Relationship	Estimates	Standard Estimates	P-Value	Significance (Yes/No)
Transparency & Job Emotional Requirement	EIT- JERCS	0.261	0.083	0.033	Yes
	EIT- JERTS	0.283	0.077	0.047	Yes
	EIT- JERED	0.272	0.068	0.016	Yes
	EIT- JERJS	0.301	0.072	0.025	Yes

Values given in table number 9 present the association of Adaptability dimension of Emotional Intelligence with Job Emotional Requirement dimensions. It has been found that Adaptability dimension of Emotional Intelligence has no significant relationship with any of the dimensions of Job Emotional Requirement (Contextual Source, Task Source, Emotional Dissonance and Job Source). The calculated p values stood at 0.271 for Contextual Source, 0.362 for Task Source, 0.359 for Emotional Dissonance and 0.417 for Job Source. Values of Estimates and Standard Estimates have been found to be 0.139 and 0.028 for Adaptability and Contextual Source, 0.148 and 0.035 for Adaptability and Task Source, 0.145 and 0.033 for Adaptability and Emotional Dissonance and 0.154 and 0.042 for Job Source.

Table 9 Adaptability & Job Emotional Requirement

Dimensions & Sub-dimensions	Relationship	Estimates	Standard Estimates	P-Value	Significance (Yes/No)
Adaptability & Job Emotional Requirement	EIA- JERCS	0.139	0.028	0.271	No
	EIA- JERTS	0.148	0.035	0.362	No
	EIA- JERED	0.145	0.033	0.359	No
	EIA- JERJS	0.154	0.042	0.417	No

The association of Initiative dimension with Job Emotional Requirement dimensions has been presented in table 10. It was found that Initiative dimension of Emotional Intelligence has significant association with all the dimensions of Job Emotional Requirement with p values found to be 0.032 for Initiative and Contextual Source, 0.040 for Initiative and Task Source, 0.018 for Initiative and Emotional Dissonance and 0.036 for Initiative and Job Source. Values of Estimates and Standard Estimates have been found to be 0.281 and 0.079 for Initiative and Contextual Source, 0.276 and 0.087 for Initiative and Task Source, 0.281 and 0.085 for Initiative and Emotional Dissonance and 0.292 and 0.097 for Initiative and Job Source.

Table 10 Initiative & Job Emotional Requirement

Dimensions & Sub-dimensions	Relationship	Estimates	Standard Estimates	P-Value	Significance (Yes/No)
Initiative & Job Emotional Requirement	EII- JERCS	0.281	0.079	0.032	Yes
	EII- JERTS	0.276	0.087	0.040	Yes
	EII- JERED	0.281	0.085	0.018	Yes
	EII- JERJS	0.292	0.097	0.036	Yes

Table number 11 shows various association of Achievement dimension of Emotional Intelligence with Job Emotional Requirement dimensions. It has been found that Achievement dimension is in positive association with Job Source only with p value of 0.037. The values of estimates and standard estimates for this relationship have been found to be 0.277 and 0.072. Moreover the association of Achievement with Contextual Source, Task Source and Job Source has been found to be not significant with p value of 0.271, 0.320 and 0.423. The values of Estimates and Standard Estimates have been found to be 0.142 and 0.034 for Achievement and

Contextual Source, 0.138 and 0.039 for Achievement and Task Source, 0.151 and 0.041 for Achievement and Emotional Dissonance and 0.277 and 0.072 for Achievement and Job Source.

Table 11 Achievement & Job Emotional Requirement

Dimensions & Sub-dimensions	Relationship	Estimates	Standard Estimates	P-Value	Significance (Yes/No)
Achievement & Job Emotional Requirement	EIAC-JERCS	0.142	0.034	0.271	No
	EIAC-JERTS	0.138	0.039	0.320	No
	EIAC-JERED	0.151	0.041	0.423	No
	EIAC-JERJS	0.277	0.072	0.037	Yes

Table 12 shows relation of Optimism dimension with Job Emotional Requirement dimensions. The relationship between Optimism with Contextual Source and Task Source has been found to be significant with values of p as 0.031 and 0.036. The Estimates and Standard Estimates observed were 0.286 and 0.068; and 0.276 and 0.091. Moreover the relationship between Optimism with Emotional Dissonance and Job Source has been found to be not significant with p values of 0.321 and 0.222. The values of Estimates and Standard Estimates have been depicted to be 0.140 and 0.039; and 0.138 and 0.043.

Table 12 Optimism & Job Emotional Requirement

Dimensions & Sub-dimensions	Relationship	Estimates	Standard Estimates	P-Value	Significance (Yes/No)
Optimism & Job Emotional Requirement	EIO-JERCS	0.286	0.068	0.031	Yes
	EIO-JERTS	0.276	0.091	0.036	Yes
	EIO-JERED	0.140	0.039	0.321	No
	EIO-JERJS	0.138	0.043	0.222	No

CONCLUSION

Emotional Intelligence plays a very vital and essential role in enhancing the Job Emotional Requirement level among medical representatives in Jammu and Kashmir. Developing Others dimension of Emotional Intelligence has been found to be having a considerable impact on Contextual Source and Job Source dimension of Job Emotional Requirement while Inspirational Leadership affects greatly Contextual Source, Task Source and Emotional Dissonance. Conflict Management on the other hand plays a vital role in shaping Task Source and Job Source. Change Catalyst has a positive association with Contextual Source and Job Source. Teamwork and Collaboration, Influence, Transparency and Initiative dimensions have been found to be affecting all the dimensions of Job Emotional Requirement (Contextual Source, Task Source, Emotional Dissonance and Job Source). Moreover Emotional Self Control affects Task Source and Emotional Dissonance dimensions and Achievement has an impact on Job Source only. Optimism affects Contextual Source and Task Source whereas Adaptability dimension of Emotional Intelligence has been found to be affecting none of the dimensions of Job Emotional Requirement.

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How to cite this article:

Aasim Mir (2018) 'Job Emotional Requirement Illumination Using Emotional Intelligence Dimensions', *International Journal of Current Advanced Research*, 07(2), pp. 9724-9728. DOI: <http://dx.doi.org/10.24327/ijcar.2018.9728.1621>