An Empirical Study on Emotional Intelligence Constructs of Small Enterprise Owners (Services)

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Abstract

Entrepreneur should have an ability to know about his emotions and others emotions which effect in development of entrepreneurship. Many studies have been done to know the effect of emotional intelligence of entrepreneurship. This study is done in the same way to know the emotional intelligence of small enterprise level entrepreneurs who have investment more than Rs.10 lakhs and below 2 crores in service sector. The data has been collected from 172 small enterprise entrepreneurs of Andhra Pradesh in convenience sampling method from cities like Tirupathi, Vijayawada and Anathapu. Likert’s 5 point scale method has been to study the constructs of emotional intelligence. The findings of the study are small enterprises owners have more social skills among all other emotional construct. ANOVA single factor analysis is used to know the significance of factors on emotional intelligence of small enterprise entrepreneurs.

Key Words: Emotional intelligence, small enterprise entrepreneurs, self-awareness, self-control, social awareness, social skills