

Studying the effect of emotional Intelligence on organizational committed, case study of Maskan Bank, Ardabil

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Abstract: Emotional intelligence is based on excitement and emotion and people with higher emotional Intelligence world be least likely to suffer depression, are physically healthier and more likely to get employed in organization and institutions. They have better communication skills which makes the stakes the start more committed reward the organization. In this regard, clerks in Maskan Bank, Ardabil Branch have been subject to a study, in which the level of emotional intelligence on organizational commitment in the bank has been studied. The methodology is accordingly description, survey and correlation. The calculated Cronbach's alpha in this study was 0.764 for emotional intelligence questionnaire and 0.746 for organizational commitment the study took place with a statistical society of 148 people by correlational method and t-sample. Results show that self-awareness and self-control of staff has an influence on organizational commitment in Maskan Bank, Ardabil Branch.

Keywords: emotional intelligence, organizational commitment, Maskan Bank

INTRODUCTION

Organizational commitment is an important occupational and organization attitude which has been the interest of many researchers in organizational behavior and psychology fields, especially social psychology for many years. This attitude has been subject to changes during the last 3 decades.

There are lots of factors affecting organizational commitment of staff and are related to it. Different factors influence people's performance and efficiency in organization. One of factors affecting each person's organization behavior in a great way is emotional intelligence. Nowadays emotional intelligence has been described as a kind of intelligence of others' emotional states. Emotional intelligence, assesses individuals regarding their accurate emotional state, meaning that on individual, to what extent, is aware of their emotions and feelings and how he would control and contain them. The important point here about emotional intelligence is that "emotional intelligence ability is not inherent but it can be acquired". Organizational commitment has been defined in a different way as well as other organizational behaviors. The most critical approach it deals with organizational commitment is that they consider organizational commitment as some kind of emotional dependency to organization. According to this approach, a person who is heavily committed gets their identity from organization, in

organization, identifies in it and enjoys being its member.

Emotional intelligence is an important factor in individual's life and work incentive. In his book, "Emotional Intelligence" Gole demonstrates that IQ only constitutes 20% of a person's success in life and the rest 80% is determined by emotional intelligence [5]. Emotional intelligence has a lot of applications in many fields, such as science of management and marketing.

Since emotional intelligence uses the concept of influencing cognitive and behavioral issues, it can influence marketing.

Recent surveys in the scope of marketing indicate the importance of emotional intelligence as a factor effective in efficient marketing. Emotional intelligence is actually a personality trait comprising components such as: understanding personal emotions, true application of emotions, knowing yourself, understanding others' emotions, and making a connection to others. The most important need of a successful marketer is making appropriate social connections, studies show that the people with higher emotional intelligence can make successful communication. Because they have proper understanding from the opposite party and also appropriate perception of emotional and controlling them.

In this project, influence F two aspects (self-awareness and self- management) from the five (awareness, self- motivation, self- management, staff empathy, social skills) in emotional intelligence proposed by Gile on the three organizational commitment of Alen and Mir comprising normative, emotional and continuous whes. Has been introduced in format of a cognitive medal with six hypotheses.

Given that higher emotional intelligence in organization can be useful in reeognicaing emotions by themselves and also others, So that we have addressed the cancelation of emotional indeligeuce with organizational commitment in clerks in Maskan Bank, Ardabil Brunch.

Organization Commitment

Organization commitment has been defiled as accepting organization caluse and envolving in it, and tenderncy to dondinue to work motivation and admitting the values the introduced as measurement criteria, Chat man and O'reily the (1968) descricte organizational commitment as emotional support and continuity with goals and values of an organization, for the organization and for from instrumental values (a means to achieve other goals [4].

Organization commitment is positive and negative attitudes of people reword the organization ad a whole (not the job) they are working at 2n organization commitment the individual feels string loyalty toward o organization and through that organization identify themselves [2].

Mayer and Alen created their 3-D model based on observation of similarities and differences appetent in single- dimensioned definitions of organization commitment. Their general assertion is that commitment connects the individual to organization, thus this connection reduces the drop- out possibility [3]. They disringislod between there types if commitment. Emotional commitment indicates individual's emotional dependency to the organization.

Continuous commitment is absent tendency toward staying in the organization due to expenses of leaving or bonuses of staying in there. Finally the normative commitment reflects the sense of duty of staying as member of the organization.

Clearly, there is an overlap between the way Porter conceptualized commitment and later world of O'reliy and Chatman and Moyer and Alen, Porter's approach toward commitment is very similar to internalization aspect of O'reliy and Chatman, and concept of emotions commitment of Mayer and Alen.

In fact, according to Mayer and Alen Porter's questionnaire of organization commitment can be interpreted as emotional commitment [7].

Emotional commitment: this part of organization commitment is described as devotion to an organization identified through accepting organization values and also tendency toward staying in organization.

Prerequisite for emotional commitment:

Personal traits: the importance f then comes from their in mental or regressive role in the commitment. These traits include: age, work experience, education and expertise level, sender ethnicity, marital status and other personal traits. Age and experience are directly revered to commitment. Education level was a reverse relation with organization commitment.

Featuns related role: Studies show that a powered and enriched job increases occupational challenge and leads to increase in commitment. Also studies show that commit went is inversely related to role conflict and role ambiguity.

Structural features: Studies related to organization, supervision gamut, concentration and occupational integrity show that there is no meaningful relation between none of variables and organization commitment. Jn and other study which took place by stris et al, it was concluded that organization size and supervision gamut are irrelevant to commitment, but formality and occupational integrity and concentration are related to commitment.

Work experiences: During the individual's career in organization, it takes place, As one of critical and Major factors in process, Socializing or impressionability of stand are assumed important, and influencing on staff psychological dependency to is effective on individual's commitment.

2- Normative or obligatrety commitment: Normative commitment is decried as a comprehended duty for suspiring the organization and its activated and shows the liability and committal on staying in organization: which individuals think it is their liability to stay in organization and support it.

Prerequisites of normative commitment

- Organization, family and cultural impressionability
- Investments
- Constant Commitment: results from understanding increase in lost costs in an organization. Lost costs include the cost of an

activity or project that is not recyclable. So if someone has a constant commitment, it will be critical to increase such costs.

Constant commitment prerequisites:

- The volume and size of the investment and resources spent on the organization.
- Lack of employment opportunities outside the organization.

The model providers believe that it is better to consider normative and emotional commitment, as components of commitment rather than to specific types. Because if you have certain types of commitment, individual members has a lower necessity and feeling of commitment and sense of duty to remain in the organization.

Emotional Intelligence

A set of abilities, knowledge capabilities, insight and competence of people, including a series of personal and social competencies that leads everyone to self-control and more empowerment, is said to be "emotional intelligence" or in other words "effective emotion". "Richard Boyatzis" one of emotional intelligence experts in the definition of this concept, believes that: "When we use our emotions smartly, intelligently and reasonable, that means we have the effective and emotional intelligence." And in order to determine the amount and intensity of emotional intelligence indicators such as the following are named:

- The amount and intensity of compassion for others
- The amount and intensity of commitment to others
- The amount and intensity of the sensitivities of individual positive

- The amount and intensity understand people who do not like the man himself

And he considers the highest degree of "empathy" as the extent and severity of people's perception of themselves.

Cooper and Savaf define emotional intelligence based on basic knowledge of emotional balance, emotional depth and emotional alchemy. In this definition basic knowledge of emotional is the person's awareness and knowledge of the nature and functioning of their feelings. Emotional balance includes flexibility and the intensity of emotions. Emotional depth is defined as the talent for growth and enhancement to the emotions and emotional alchemy is defined as the ability to take advantage of the emotions in terms of creativity [6].

Goleman represented a model of emotional intelligence which includes 5 merits in five clusters competencies, in other words, Goleman's Emotional Intelligence model has 5 areas:

- Awareness area including emotional awareness, proper assessment of the scope of confidence
- Controls are including capacity of trust: conscientiousness, adaptability, innovation, control area.
- Self-motivation including taking steps towards the target, plan, initiative, self-control
- Empathy including understanding others, growth of others
- Setting up relations, including effectiveness, communication, management of leadership, conflict, speeding changes setting bonds, cooperation.

Table-1: framework for emotional capability

Individual capability	
Self-awareness	1. Knowledge of emotional self-awareness: knowing / understanding your emotions and it works 2. Proper assessment: identify / understand the strengths, weaknesses and their limitations (3) self: feeling worthy, valuable, and empowerment
Self-control	1) Self-control, self-control: prevention of emotional disorders and impulsive available 2. conscientiousness: assume responsibility for individual performance 3. inner confidence: maintaining standards of honesty and integrity 4. Adaptability: flexibility and control to accept change 5. Innovation: adaptability in the face of ideas, solutions and new information and Becker

The main theme of emotional intelligence is awareness. Goleman defines self-awareness as a clear understanding of emotions and their strengths and weaknesses. According to Goldman, self-awareness is the root for other components of emotional intelligence. We will face problems while choosing targets, planning

to reach the target, manage and control your emotions, motivating yourself, the use of a discipline based on which we can h would be in harmony with the others` emotions, the development of social skills fit for purpose and actions (skills that are necessary to manage

our behavior and others`) until we have a low self-awareness [4].

Ares of control or emotional control skills in a proper manner is a skill which is formed following awareness area. Efficient people, in this area, can get rid of negative emotions such as depression, stress, and excitability and face fewer dilemmas in life or can return to a better position while facing the problem.

In fact, the key to emotional well-being is controlling the helpless emotions, extreme emotions which get high intensities or last for a long time; deteriorate our psyche consistence.

To feel satisfied we don't need to avoid negative emotions, but we should not let uncontrolled deteriorating emotions replace all our pleasing emotions [6].

Hypotheses

The main hypothesis:

Emotional intelligence influences organizational commitment of the employees of Maskan bankin Ardabil Province

Hypotheses:

- Self-awareness of employees has an effect on organizational commitment (normative) in Maskan Bank in Ardabil
- Awareness of employees has an effect on organizational commitment (emotional) in Maskan Bank in Ardabil
- The consciousness of employees has an effect on organizational commitment (constant) in Maskan Bank in Ardabil

- Self-regulation of employees has an effect on organizational commitment (normative) in Maskan Bank in Ardabil
- Self-regulation of employees has an effect on organizational commitment (emotional) in Maskan Bank in Ardabil
- Self-regulating of employees has an effect on organizational commitment (constant) in Maskan Bank in Ardabil

RESEARCH METHODOLOGY

The research, based on the purpose is applied and from the point of the nature and manner of data collection, it is a descriptive survey. Questionnaire has been validated using content validity, and CVR validity index is thus obtained 467/0 therefore it is confirmed regarding validity. the estimated Cronbach`s alpha in this study, for Emotional Intelligence Questionnaire is 764/0 and was 746 for commitment /. The reliability of both questionnaires was desirable.

The study population, because of the being small, is the whole employees of Maskan Bank in Ardabil Province. Having reached certainty about the validity and reliability of measures designed according to our calculations, questionnaires with a sample size of 146 was distributed and 134 were returned and could be used. Then, statistical methods of the correlation coefficient and t were used to analyze.

The effect of consciousness on organizational commitment of staff in Maskan Bank in Ardabil.

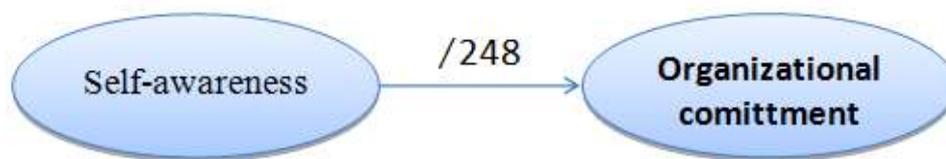


Fig-1: shows the relationships between Self-awareness and organizational commitments

The relationship between self-Awareness and aspects of organizational commitment were investigated in form of hypotheses 1 to 3. These hypotheses were

investigated by Pearson correlation test. The correlation test results are shown in Table 2.

Table-2: Correlation coefficients between consciousness's with dimensions of organizational commitment.

results	significance	correlation	Dependent variable	Independent variable	
verified	0.010	**0.223	Emotional commitment	Self-awareness	Hypothesis 1
verified	0.000	**0.318	Constant commitment		Hypothesis 2
verified	0.047	*0.172	Normative commitment		Hypothesis 3

Output of correlation test is shown:

The correlation between awareness and emotional commitment is achieved 223/0 and 01/0 is also the significance. So 99% correlation between self-awareness and emotional commitment of employees is verifiable. The correlation between self-awareness and constant commitment is 318/0 significant 1 value is 0.000. So, 99% correlation between awareness and commitment of staff is verifiable. The correlation between the normative consciousness is obtained as 172/0 and 047/0 is also the significance value. So at 95% correlation between awareness and normative commitment of staff is verifiable.

Self-control of employees has an effect on organizational commitment in Ardabil Province in Maskan Bank.

To measure self-control, seven items or observable variables. In this respect, self-control variable predictor variables and the criterion variable is organizational commitment. Standard beta coefficient of self-control influence on organizational commitment is 242/0. The statistics of t-value that is 2/132 which is greater than the critical value 96/1. So the observed impact factor is meaningful. The normal significance value (sig.) Is also smaller than the error level which confirms the findings above. So we have:

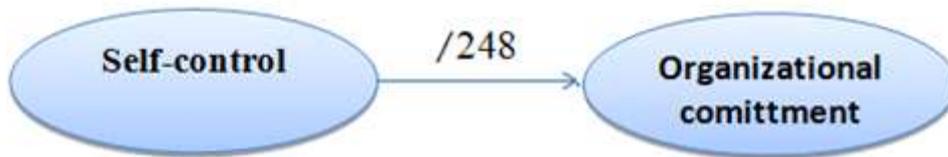


Fig-2: shows the relationships between self-analysis and organizational commitment

Self-control relationship w between aspects of organizational commitment has been investigated in form of hypotheses 3 to 6. This hypothesis was

investigated by Pearson correlation test. The correlation test results are summarized in Table 3.

Table-3: Correlation coefficients between self-control and the dimensions of organizational commitment

results	significance	correlation	Dependent variable	Independent variable	
verified	0.042	*0.176	Emotional commitment	Self-control	Hypothesis 4
rejected	0.053	0.168	Constant commitment		Hypothesis 5
verified	0.001	**0.280	Normative commitment		Hypothesis 6

The correlation between self-control and emotional commitment is 176/0 and 042/0 is the significance value. So at 95%, correlation between self-control and emotional commitment in employees is verifiable. The correlation between self-control and constant commitment i is 0.168 but the significance value is 0.053 which is not significant. The correlation between self-control and normative commitment is 280/0 and the significance value is 001/0. So 99%

correlation between self-control and normative commitment of staff is verifiable.

Examining the status of the dimensions of emotional intelligence

Using one sample t-test the status of each of the dimensions of emotional intelligence is examined. The t test results are presented in Table 4. The fourth research hypothesis is represented.

Table-4: one-sample t test results for the dimensions of emotional intelligence

Confidence interval%95		Significance value	mean	T value	The research hypotheses
high	low				
0.373-	0.531-	0.000	2.548	11.312-	Self-awareness
0.052	0.067-	0.805	2.993	0.247-	Self-control

Average views of respondents were 548/2 which is smaller than the Likert scale significance value is 0.000 which is smaller than 05/0 so the average observed significant value. Both upper boundary of the confidence interval was slightly smaller than zero (negative) and rejects the verification test. The t value is

-11/312. relying on the statistical findings it can be said with 95% certainty that the awareness inn the employees of the organization is not optimal.

There have been seven questions for later review and self-control. Both positive and negative

upper bound of the confidence interval also included. The statistics also 247 t / 0- obtained at the interval (-1.96, 1.96) is located. Thus, according to statistical data available at 95% offered no opinion in its later self-control.

CONCLUSION

The main hypothesis: the emotional intelligence of employees has an effect on their organizational commitment in Maskan Bank in Ardabil.

Between the two variables there is a significant positive relationship in the error level of less than 0.01 with 0.81 correlation. Therefore the null hypothesis is rejected and it can be said that there is a meaningful relationship between employees' emotional intelligence and organizational commitment. These results are consistent with other the researches.

1. Self-awareness of employees has an effect on organizational commitment (normative).
2. awareness of employees on organizational commitment (affective) in Maskan Bank in Ardabil.
3. The correlation between awareness and emotional commitment is 223/0 and 01/0 is also the significance value. So at 99%, correlation between self-awareness and emotional commitment of employees in Maskan Bank in Ardabil is verifiable. The correlation between self-awareness and constant commitment is 318/0 and the significance value is 0.000. So at 99%, correlation between awareness and commitment of the staff in Maskan Bank in Ardabil is verifiable.
4. Thus the three first hypotheses is confirmed and the results are consistent.
5. Self-regulation of employees has an effect on organizational commitment (normative) in Maskan Bank in Ardabil.
6. Self-regulation of employees has an effect on organizational commitment (emotional) in Maskan Bank in Ardabil.
7. Self-regulating employees' organizational commitment (constant) in Maskan Bank in Ardabil.

The correlation between self-control and emotional commitment is 176/0 and 042/0 is the significance value. So at 95%, correlation between self-control and emotional commitment of employees of the in Maskan Bank in Ardabil is verifiable.

The correlation between self-control and constant commitment is 168/0 but the significance value is 053/0 which is not significant. The correlation between self-control is achieved with normative commitment is 280/0 and 001/0 is the significance value. So at 99%, correlation between self-control of employees and normative commitment in Maskan Bank in Ardabil is verifiable.

According to statistical data Hypotheses 4, 5, are verified and 6 is rejected.

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