Emotional Quotients During and After Economic Crises: A Case of Women Food Operators in Klang Valley, Malaysia

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Peer-review under responsibility of 4th Asia International Conference 2018 editorial board
(http://www.utm.my/asia/our-team/)
© 2018 Published by Readers Insight Publisher,
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Research Highlights

This study investigated the dimensions of emotional quotients during and after economic crises among women food operators in Klang Valley, Malaysia. The dimensions for emotional quotients are self-awareness, self-regulation, self-motivation, empathy, and social skills. About 100 questionnaires were distributed and collected from women food operators around Klang Valley for a month. The findings showed that most women food operators agreed that during and after economic crises the top three dimensions are self-regulation, self-motivation, and self-awareness. They also agreed that after economic crises the top three dimensions are self-motivation, self-awareness, and social skills.

Graphical Abstract

Research Objectives

Entrepreneurs can not run away from facing crises in their business, and if any of the entrepreneurs claims that they do not experience any crises in their business, can be labelled as socially blind (Hussain, Awan, & Bajwa, 2016). Crises or conflicts happen when one or more individuals are affected by other individuals or groups. Social effectiveness can be enhanced by improving emotional quotients (EQ) in the workplace (Khatoon, 2013). Emotional Quotients (EQ) is a combination of interpersonal and intrapersonal intelligence of
an individual (FakhrEldin, 2017). Normally, those with high EQ are able to interact with others well, understand others’ emotions, and are able to respond accordingly (Naseer, Chishti, Rahman, & Jumani, 2011). Thus, the main purpose of this study is to investigate the most important dimensions of emotional quotients (EQ) during and after economic crises as experienced by women food operators in Klang Valley, Malaysia.

Methodology

About 100 questionnaires were distributed to women food operators around Klang Valley for a month. The questionnaires is divided into two parts: Part A is regarding respondents’ and their business profiles, and Part B contains items on emotional quotients dimensions. About 45% of respondents are 40 years old and below, 33% around 41 to 50 years old, and 22% above 50 years old. About 60% of them have undergone high school education, 32% have attended college or university, and 8% have other qualifications. About 86% of woman food operators had taken loans in financing their business. About 85% of the respondents have been operating their business for more than 5 years. On type of business ownership, about 85% as sole proprietorship, and 15% as partnership. About 80% of the restaurants had less than 10 employees, and 20% had more than 10 employees.

Results

During economic crises, the women food operators agreed that the top three most important dimensions for EQ are self-regulation (mean =4.242), self-motivation (mean = 4.164), and self-awareness (mean= 4.108). For self-regulation all five elements are important during economic crises namely objectiveness, fairness, multitasking, ethical, and patient. All elements on self-motivation are important during economic crises and these include operation cost control, smooth business operation, employee interest, positive culture, and positive in facing challenges. During economic crises, only four elements of self-awareness are important which are self-control, ability to manage, work hard, and have pride.

After economic crises, most women food operators agreed that the top three most important dimensions for EQ are self-motivation (mean = 4.102), self-awareness (mean= 4.064), and social skills (mean= 4.014). After economic crises all elements in self-motivation are
important (operation cost control, employee interest, positive in facing challenges, smooth business operation, and positive culture), while four elements for self awareness are important (work hard, decision, self-control, and pride), and four elements for social skills (give attention to communication, evaluate ability to communicate, evaluate ability to inspire, and give inspiration) are also regarded as important to women entrepreneurs.

Findings

The five dimensions of EQ are highly important, however, only the top three dimensions are the most important during economic crises are self-regulation, self-motivation, and self-awareness. After economic crises, the top three most important dimensions are self-motivation, self-awareness, and social skills. Most studies have found that there is a link between emotional quotients and business performance (Altındağ, & Kösedağ, 2015; Bernal, 2014; Hussain, Awan, & Bajwa, 2016; Mortan, Ripoll, Carvalho, & Bernal, 2014; Wright, 2014).

Acknowledgement

We would like to acknowledge FRGS – Fundamental Research Grant Scheme (FRGS/1/2017/SS03/UNIKL/02/4) for funding this project.

References


