

Abstract

The primary purpose of this study was to evaluate the influence of emotional intelligence on the managers and how people began to see that managers who were aware of their own emotions as well as those of others were better able to challenge, motivate and inspire teams towards productive work than the more traditional manager who has tried to divorce emotions from the workplace in the medical marketing companys in the Klang Valley.

Data for the study was collected from a total of 10 medical marketing company in the Klang Valley with 106 samples.. Emotional Intelligence for this study was measured thru the Jordan's WEIP (workgroup emotional intelligence profile) which relates closely to the model from Salovey and Mayer. It is understood that the model used relates significantly to the workplace team profile.

Descriptive statistics were reported, followed by reliability analysis, Pearson correlation, Multicollinearity analysis and hypotheses testing using hierarchical multiple regression.

The results presented in this study indicates that the measures of emotional intelligence derived was with both reasonably and reliable in order to measure its contribution towards job performance and overall organization performance and well- being. Most of the literature reviewed shows the role of emotional intelligence in workplace behaviors and its impacts in an organization.

The sample in this study was small and limited to within Klang Valley .

The findings form the current study has much significant information that can be adapted in organization training and development programs or even for the employee selection criterion.

Key words of this study are emotional intelligence, organization performance, medical marketing

This is a research project paper