RESEARCH METHODOLOGY

Research is a systematic and diligent enquiry into a subject in order to discover or revise facts, theories and applications, etc. Methodology is the system of methods followed for the purpose. Hence research methodology is the way how we conduct our research.

The research design proposed to be followed in this study as graphically depicted below is intended to bring out the framework for obtaining, processing and analysing the data for the purpose of attaining the research objectives.

Sources of Data

Primary data

This form of data is proposed to be collected directly by the researcher from the respondents using the tools like Questionnaire and Interview Schedule.

- **Questionnaire**: The questionnaire will be designed by using the scaling techniques like Nominal scale, Interval scale, Ratio Scale and Likert- rating scale. The Questionnaire shall be administered directly to the respondents. The questionnaire would be given to the middle level managers from the selective industry. This method would enable the researcher to obtain more reliable data and views rather than biased views and data given by one particular group of people.

Secondary Data

- Literature from Text Books
- Literature from articles published in Newspapers & Magazines
- Literature from the articles published in journals pertaining to Emotional Intelligence and leadership skills.
- Literature from Websites

Research Design

The data will be collected from the middle level managers across Mumbai city as we will have more number of people who are literate and are aware about the keyword “Emotional Intelligence”. The sample size will be collected from within finite type of the Universe. Then their responses will be analysed by using appropriate statistical tools. Thus the research design adopted for the study will be Quantitative Descriptive design to cover the various facets of the study.
Sampling method: It refers how sampling units are selected.

- **Types of sampling** – Stratified Random Sampling.

Population selected for sampling will be the middle level management who will undergo EQ test and based on their scores stratified division will be done. It is proposed to follow the Stratified Random Sampling form for conducting the survey. Reasons being the population to be studied was not homogenous in terms of their EQ scores, hence this form of sampling is being used. Stratified Random sampling provides the opportunity of more representation due to the random method proposed to be followed.

**Sample Size:** The Sample Size is approximately 350 -400 people would be interviewed, subject to change depending on the co-operation of the respondents. Also it is restricted to Mumbai city as we will need more literate and educated people to understand the concept of EQ.

**Research Area:** The research area has been restricted to Mumbai city and data will be collected from that particular area of India. However, to be considered for inclusion in the study, two criteria had to be satisfied: (1) each respondent should undergo EQ test and (2) each respondent should be middle level management and have potential and probability of being promoted to the top level management. Measurement of emotional intelligence rate will be done on a 5-point Likert-type scale / 7-point Likert-type scale.

**Tests of Hypothesis**

The hypothesis will be tested by using the following statistical tools: **Non Parametric tests i.e.** Chi – Square test.

In addition to the above hypothetical tests, the statistical tools like Simple Percentage Method, Pearson Correlation and Factor Analysis will be used for analysing the data. Secondary analysis will also be done using graphs and diagrams.
Work Plan

1. Introduction
2. Reading different literatures for further reviews
3. Survey in the respective areas as mentioned
4. Collection of data using various data collection tools
5. Data Interpretation
6. Results and findings
7. Discussion and conclusion
8. Recommendations

Utility of the Research

1. It helps to understand manager’s emotions and cultures to lead them effectively.
2. It helps organization in their succession planning.
3. It acts as an important antecedent of leadership behaviour.
4. It motivates and inspires employees by raising their awareness to perform and achieve the organizational goals.
5. It helps to draw the employee’s intrinsic needs and boosts their self-confidence.
6. It helps to inspire managers to align their values with the values of the organization to be a good transformational leader.
7. It helps in facilitating team and organizational cohesiveness.
8. It helps in increasing the productivity of the organization.
9. It empowers individuals to have potential to be an entrepreneurs.
10. It acts as an adequate predictor of educational and career success.
11. It increases the intimacy with children and improves the parenting skills.
12. It will provide direction into the design of management training courses, as it indicates those skills which are the ones most significantly related to performance.