

"EFFECT OF EMOTIONAL INTELLIGENCE ON THE RETENTION OF EMPLOYEES
IN UNIVERSITIES OF ISLAMABAD"



By:

(NAYYER SULTANA) (01-222141-012)

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Supervisor:

(IMTIAZ A MOHAR)

Department of Management Sciences

Bahria University Islamabad

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Abstract

The topic of the research thesis is “ Emotional Intelligence effects on retention of employees in universities of Islamabad”. This is an analytical study, which measures the retention rate of employees with respect to dimensions of emotional intelligence.it was undertaken to establish how emotional intelligence effects employee retention in education sector

Emotional intelligence plays an important role in defining the retention rate of employees. Individuals hold either high emotional intelligence level or low emotional intelligence level.it has been determined that employees with high emotional intelligence levels are able to retain in the organization than those who have low emotional intelligence level.

In connection with this many studies related to retention and emotional intelligence have been conducted in the west and few in Pakistan. These prove that many people are not familiar with the term emotional intelligence and are not even aware of its effects on retention rate. However in the management field emotional intelligence is becoming a popular topic for the research and discussions, bringing to light the fact that emotional intelligence is the good predictor of retention and that higher emotional intelligence level in employees lead to increased retention rate in the organization.

Emotional intelligence further distributed in four dimensions which were considered for the study; Self-awareness, empathy, social awareness and motivation. Their relationship with employees retention was studied and it was recognized that each dimension of emotional intelligence has an effect on employee retention. Regression and correlation were used to find out the relationship between emotional intelligence as a whole on employee retention and the different dimensions of emotional intelligence. The results of the research point out that emotional intelligence does have positive impact on employee retention and if emotional intelligence is enhanced, the retention rate also improves.

Key words: Emotional Intelligence, employee retention, education sector.

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“When you want something the whole universe conspires against what you want to achieve, it can only be achieved with hope with courage and honesty” – Anonymous

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Dedication

In dedication to my Parents for making me who I am,

Supporting me all the way!!

“There are no secrets to success. It is the result of preparation, hard work, and learning from failure.”

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