

"IMPACT OF EMOTIONAL INTELLIGENCE ON RETENTION"



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ABSTRACT

The topic of the thesis is “Impact of emotional intelligence on retention in Zong”. This is an analytical study, which measures the retention rate of employees with respect to dimensions of emotional intelligence. It was undertaken to ascertain how emotional intelligence impacts employee retention in Zong.

Emotional intelligence plays a vital role in determining the retention rate of employees. Individuals possess 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 illustrate 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 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.

Four dimensions of emotional intelligence were considered for the study; Self-awareness, empathy, social awareness and motivation. Their relationship with employees retention was studied and it was established 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 indicated that emotional intelligence does have positive impact on employee retention and if emotional intelligence is improved, the retention rate also improves. Also the findings of this study are that employees working in Zong have high level of emotional intelligence.

Key words: Emotional Intelligence, employee retention, Zong.

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