

Title

**Role of Emotional intelligence as moderator on relationship between
motivation and financial decision making.**

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(Maryum Tariq)

Dedication

This thesis is dedicated to my grandfather who supported me in every field of my life.it is also dedicated to my lovely parents, family and friends who supported and pray for me to during this research

Abstract

The current study intended to investigate primarily, the dependency of motivation on financial decision making and the influence of motivation exerted on financial decision making, in the presence of emotional intelligence in a moderating capacity. Descriptive method using survey was used to gather the required data. 300 complete responses were received. Based on the gathered data, correlations and regression statistics were employed to analyze the relationship between variables. Hayee's process was incorporated into the methodology to assess the moderating effect of EI. The results supported the hypotheses proposed. Not only was motivation found to impact financial decision making, but EI was also found to significantly enhance the impact of motivation on financial decision making.