

**ROLE OF EMOTIONAL INTELLIGENCE ON EMPLOYEE'S CREATIVITY IN  
PRIVATE HEALTHCARE SECTOR OF ISLAMABAD**

**SUBMITTED BY: MUHAMMAD KAMRAN SIDDIQUI**

**ENROLMENT NO. 01-229152-006**

**M. PHIL (2015-2017)**



**RESEARCH THESIS**

**Submitted in partial fulfilment of the requirements for the degree of**

**Masters of Philosophy in Management Sciences**

**In the Department of Management Sciences**

**Bahria University**

**Islamabad - Pakistan**

**September, 2017**

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**DECLARATION OF AUTHENTICATION**

I, Muhammad Kamran Siddiqui, M. Phil (Scholar) at department of management, Bahria University Islamabad Campus, clarify that the research work presented in this thesis is the best of my knowledge and belief. All sources used and help gained in the preparation of this dissertation have been acknowledged. I hereby declare that I have not submitted this material, either in whole or in part, for any other degree at this or any other institution.

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## ACKNOWLEDGEMENT

First of all, I would like to thank Allah Almighty, the most beneficent the most merciful, who blessed me with the power and capabilities and remained contented on all intricacies found during the successful completion of my thesis.

I am indebted to my supervisor Dr. Hafiz Mushtaq Ahmad for his endless help and support which enables me to complete my thesis on time. His advice, patience and encouragement assisted me to write thesis in the innumerable way. He set an example of excellence as a researcher, mentor, instructor and role model.

I am very grateful to Dr. Ali Saeed, Dr. Ismail Ramay, Dr. Arif Khattak, Dr. Abdul Sattar and Dr. Qazi Subhan for their support and counselling at every stage of my M. Phil (MS). I am also thankful to Dr. Riaz Ahmed and Dr. Bakhtiar Ali for their guidance as an internal examiner to improve my research work. I am also grateful to Mr. Shakeel Ahmed and Mr. Amjad Kiyani for their kind support and for providing the relevant information and material to complete my thesis.

I own a big thanks to the International office, BUIC for providing me an opportunity and guidance to study one semester as an exchange student at York St. John University, UK. I would also like to show my gratitude specially to Mr. Muhammad Awais Mehmood, Mr. Demiral Ikram, Mr. Babar Moris and Mr. Iftikhar Ahmed for their kind support and assistance to achieve my goals. I am also thankful to my office fellows for encouraging me to excel in my academic as well as professional career.

Most importantly, I am indebted to my father and mother (Late) who always shows trust and provided me a freedom to take initiatives in my life. Last but not least, I am very grateful to my best friends Hafiz Muhammad Usman Rana, Ahmad Ali and Amir Shakoor for their assistance and guidance to reach at my vision and their presence makes my life excited and wonderful.

***DEDICATED TO MY ADORABLE PARENTS***

***(SHAHINA AZIZ (LATE) & ABDUL AZIZ)***

***WITHOUT WHOM NONE OF MY SUCCESS WOULD BE POSSIBLE***

***THANK YOU FOR GIVING ME THE LIFE I LOVE TODAY!***

### **Abstract**

Employee creativity plays a vital role for creative business strategies, creative changes in the processes and creative solutions of different problems in the organizations. The obstinacy of the current research is to increase the level of employee creativity through emotional intelligence and its four constructs (Self Emotion Appraisal, Other Emotion Appraisal, Use of Emotion and Regulation of Emotion) mediating by the organizational commitment in the private healthcare sector, Islamabad. For this purpose, the administration and doctors working in the private healthcare sector, Islamabad are taken as the target population in the current research. The sample size of this study is 330 comprising on the doctors and administrators working in the private healthcare sector, Islamabad. The study employed simple random sampling technique for data gleaning. This study is cross sectional to collect the data at one point of time and analyzed by applying different tests through SPSS i.e., frequency distribution, descriptive statistics, correlation and regression. The results shows that positive and significant correlation exists between all variables i.e., the emotional intelligence, employee creativity and organizational commitment.

The major finding of the present research displayed an affirmative and significant relationship between emotional intelligence and its four constructs with employee creativity. The partial mediation of organizational commitment also explicitly established between emotional intelligence and employee creativity. The research concludes that when there were various novel ideas emphasized and implemented through the emotional intelligence, the level of employees creativity increases.

On the basis of current study, the future researchers are recommended to conduct research in other service sectors i.e. aviation sector, food industry and textile industry etc of other cities in Pakistan to get more generalize results of the present study. At last, this research also creates foundation for the private healthcare sector to implement creative ideas in the management decisions through emotions and feelings in the private healthcare sector, Islamabad.

#### **Keywords:**

Emotional Intelligence (EI/EMINT), Self Emotion Appraisal (SEA), Other's Emotion Appraisal (OEA), Use of Emotion (UOE), Regulation of Emotion (ROE), Employee's Creativity (EC), Organizational Commitment (OC/ORGCOM), Private Healthcare Sector, Islamabad.

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