

ROLE OF EMOTIONAL INTELLIGENCE AND EMPLOYEE INNOVATIVE WORKPLACE BEHAVIOR IN THE MEDIA INDUSTRY

By

**RUKHSAR JAMSHED KHAN
50732**

A thesis presented to the Department of Management Sciences,
Bahria University Karachi Campus, in partial fulfillment of the
requirements
for the MBA degree



FALL, 2018

Bahria University Karachi Campus



MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

Supervisor-Student Meeting Record

#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	9/Sep/2018	Cubicle	Finalizing of topic, framework	
2	28/Oct/2018	Cubicle	Submission of first three chapters	
3	5/Dec/2018	Cubicle	Final plagiarism checking	

APPROVAL FOR EXAMINATION

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Supervisor's Name: Essa Khem

HoD's Signature: _____

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Acknowledgement

The accomplishment of this research thesis is the immeasurable help from Almighty Allah. Then by means of this opportunity I would like to express my appreciation to everybody who extended their support to me all the way through the course of MBA Thesis research. I would like to thank my thesis supervisor Sir Essa Khan, I am grateful for his wishful supervision below his guideline, my thesis project has come to successful end. Lastly, I would like to thank all teachers who helped who has been a good guide in this course.

Abstract

Purpose: The purpose of this research study is to evaluate the role of emotional intelligence with its four dimensions which are; appraisal for self-emotion, appraisal for other's emotion, regulation of emotion and use of emotion on the employee innovative workplace behavior in the news media industry. Whether there exists any relationship between them.

Methodology & Design: In the following research study descriptive quantitative research method and research design has been used. Online questionnaire survey form was designed to achieve the purpose of the present study. As there was huge target population because of that technique of convenience sampling was used which is non-probabilistic sampling technique. 410 respondents partaken in this research survey.

Findings: This research study discloses that emotional intelligence does play role in the innovative workplace behavior of employees, but only its 3 elements showed relationship with the employee creativity those are, self-emotion appraisal, other's emotion appraisal and use of emotion, regulation of emotion had no impact on employee creativity.

Limitations: There are few limitations to the present research study. As the present research is carried out only in news media industry of Pakistan specifically Karachi and the data has also been gathered from the news media houses of Karachi, so it limits the responses to one city. Another limitation to the study was using multi team scale in which limiting the respondents to scale, whereas each factor could be asked could have been asked individually, but that can be assed in future studies. These were some limitation to the present research study.

Recommendations: Emotional intelligence can be strengthening through many ways. Firstly, it is necessary to give trainings and different awareness sessions regarding emotional intelligence as it requires long time trainings. employees should be taught ways to increase their emotional intelligence, so that it helps them in enhancing their creativity in workplace. Finally, more attention should be paid to the human interaction, and there should be practice of managing conflicts between various emotions (Goleman, 2003).

Key words: Emotional Intelligence, appraisal for self-emotion, Regulation of Emotion, use of emotion, Employee innovative behavior.

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