

DESIGNING A PROTOTYPE COACHING MODEL BASED ON EMOTIONAL INTELLIGENCE AND JOB PERFORMANCE: A CASE STUDY OF GLOBAL TECHNOLOGY GROUP COMPANY, MYANMAR

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Abstract

This research investigates the influence of emotional intelligence domains on job performance. The questionnaire is based on Emotional Intelligence's four domains as independent variables, namely: self-awareness, self-management, social awareness, and relationship management, and the dependent variable is job performance. Quantitative data using a questionnaire was gathered from a sample of 70 employees in the management, middle management, and supervisor levels working in Global Technology Group Company (GTG). Qualitative data was gathered from interviews of 12 employees. The results of the interview showed that employees recognize and control the positive outcome, Emotional intelligence helps motivation and career improvement, positive emotions keep a clear mind, understand well, and manage effectively, self-evaluation, listening to comments from coworkers, and observing how to treat them, job satisfaction in the relationship and job performance and target job accomplishment and work satisfaction on respective tasks. Moreover, the quantitative data results showed that self-management and relationship management's emotional intelligence domains influence job performance. The study recommends a coaching model that can be utilized to support self-awareness and relationship management for effective job performance.

Keywords: emotional intelligence, job performance, self-awareness, relationship management

Introduction

The introduction of emotional intelligence (EI) and the ability to perceive, control, and evaluate emotions has provided prospects about EI's capacity to predict job performance. This research investigates the influence of the domains of EI on job performance. Previous studies have combined EI's different dimensions into an overall emotional intelligence score to predict job performance. However, this common practice may mask the unique effects of specific (EI) dimensions. Another limitation is that EI is usually measured at a single point in time. Although this method allows the assessment of an individual's perspective to use EI, it does not disclose the conditions in which one tends to relate emotional intelligence (Elfenbein, 2016). This traditional method cannot disclose direct relations between the way people deal with emotions