

THE EMOTIONAL INTELLIGENCE PROFILES OF SALES INSURANCE PERSONNEL IN BANGKOK

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The purpose of this research is to find the performance level and to examine the differences of Overall Emotional Intelligence and Emotional Intelligence facets of Sales Insurance Personnel in Bangkok related to gender, educational level, position, marital status, age, experience, and income.

The respondents are 600 Sales Insurance Personnel who work for an international insurance company in Bangkok. The EQ MAPTM was utilized as an instrument to obtain the Overall Emotional Intelligence and Emotional Intelligence facets' scores and performance levels.

The data was analyzed by using the t-test, the one way analysis of variance and the Scheffe comparison method.

The finding suggested that:

1. The Sales Insurance Personnel had optimal performance level in Emotional Awareness of Others. They had proficient performance level in Emotional Self-Awareness, Creativity, Resilience, and Outlook.

2. The Sales Insurance Personnel had vulnerable performance level in Emotional Expression, Intentionality, Interpersonal Connections, Emotional Competencies, Compassion, Intuition, Trust Radius, Integrated Self, and Emotional Values and Attitudes. They had caution performance level in Constructive Discontent and Personal Power.
3. There was a significant difference at the 0.05 level between female and male personnel in Interpersonal Connections, Creativity, Constructive Discontent, and Outlook.
4. There was a significant difference at the 0.05 level between the personnel whose educational levels are equal to or higher than bachelor's degree and the personnel whose educational levels are lower than bachelor's degree in Emotional Self-Awareness, Emotional Awareness of Others, Emotional Awareness, Compassion, Intuition, Trust Radius, Emotional Values and Attitudes, and Overall Emotional Intelligence.
5. There was a significant difference at the 0.05 level between the personnel whose positions are higher than sales representatives and the personnel whose positions are sales representatives in Emotional Expression, Emotional Awareness of Others, Emotional Awareness, Intentionality, Resilience, Emotional Competencies, Outlook, Compassion, Trust Radius, Integrated Self, Emotional Values and Attitudes, and Overall Emotional Intelligence.
6. There was a significant difference at the 0.05 level between the personnel who are married and who are single in Emotional Expression, Emotional Awareness, and Outlook.
7. There was a significant difference at the 0.05 level among the personnel whose ages are 40 years or older, the personnel whose ages are between 30-39 years, and the personnel whose ages are between 20-29 years in Emotional Expression, Emotional Awareness, and Intentionality.
8. There was a significant difference at the 0.05 level among the personnel whose experiences are 14 years or higher, the personnel whose experiences are between 7-13 years, and the personnel whose experiences are between 1-6 years in Emotional Expression, Emotional Awareness of Others, Emotional

Awareness, Intentionality, Resilience, Compassion, and Overall Emotional Intelligence.

9. There was a significant difference at the 0.05 level among the personnel whose incomes are 50,001 Baht or higher, the personnel whose incomes are between 20,001-50,000 Baht, and the personnel whose incomes are equal to or less than 20,000 Baht in Emotional Self-Awareness, Emotional Awareness of Others, Emotional Awareness, Intentionality, Resilience, Interpersonal Connections, Emotional Competencies, Outlook, Compassion, Trust Radius, Personal Power, Emotional Values and Attitudes, and Overall Emotional Intelligence.

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