

The Important Role of Emotional Intelligence to Face Competitive Business

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Abstract—For now, emotional intelligence is a hot topic to discuss, but how important is the emotional intelligence for organisation. To find the answer, this research widen the concept of emotional intelligence in competitive business world. Today, given the progress of the nature business world is highly competitive, it is important for businessmen to be more creative, innovative, initiative, and optimistic so they can deal with misfortunes events and defeats. The paper takes the form of an examination of the relevant literature and divergent thinking from related topic emotional intelligence and competitive business. Researchers found skill is a core element for each candidate to be a better individual, especially in the business world. Emotional intelligence is something entrepreneur and leader must possessed. Emotional intelligence helps us to be more confident, socially engaged, motivated, well-controlled, open minded in communicating, and also can make us more successful. Thus, it helps to establish healthier communication that can be used to reduce conflict within the organisation.

Keywords—Emotional, Intelligence, Business, Competitive.

I. INTRODUCTION

Nowadays, business development is advancing it's gear into higher pace. This causes the nature of business to be more competitive. In order to survive this kind of conditions, Organization needs to overcome those challenges [1]. Further, businesses need to face other competitors with very good performance in many areas (e.g: planning, marketing, product, and customer service) [2]. Thus, there is a dramatic changes in terms of goals, values, and practices of business organizations. Some important changes that needs to be addressed is the increased needs of innovation, creativity, optimism, and emotional intelligence [3]. Innovation, creativity, optimism and emotional intelligence is one of many factors that could give positive impact in business practices. Continuation of innovation is important because it could sustain the product, service, and technology of organizations for years [4]. Creativities also useful to enhance the process [5]. Optimism also useful for organization in constructing their business plan. Success and confidence can be attributed to some qualities and characteristics by some individuals as a emotional intelligence. Emotional intelligence leads to the theory of the concepts of the identification and regulation of the sensitivity of individual feelings [6].

Besides that, emotional intelligence is one of the important competences that could enhance organization's performance and specifically could enhance the creativity of the whole work unit [7]–[9]. Some units will be emotionally more clever than others. This happened not only because each individual of the unit is having better emotional intelligence

but also the interactions between members is emotionally displaying better intelligence [10].

Emotional intelligence is indicating how an individual could analyze behavior, moods, and impulse so the individual could manage them well with the situation [11]. Emotional intelligence also defined as a capability to control and showing proper emotion. This includes the capability to accurately understanding emotions, to access and produce emotions in order to construct the proper mind, understanding emotions and related knowledge about emotion, and reflectively managing and enhancing emotional intelligence [12].

Business organizations nowadays is having quick changes in terms of technology and structure development [13], [14]. In new business environment where structure is simplified, innovation of technology and human behavior (e.g: emotional intelligence) is expanding their roles and imply a bigger impacts [15]. At business world, emotional intelligence is heavily needed because emotional intelligence can expand and giving the actors positive influence to managing the business so that success will be achieved [16].

Emotional intelligence is a type of intelligence that related to how human understanding information of emotion. We are surrounded by Information of emotion. We live and interact with those information directly and indirectly. Emotion is communicating the feeling and condition from one person to another so the acceptance of those emotions is really important. It does not mean that every individual have to process it well. But some individuals that could take and understand information of emotion from their inner self or from other people will do a better job and not everyone could do this [12]. Therefore emotional intelligence is defined as capabilities to analyze the meaning of emotion and it's relation so that it could be used as a foundation of thinking and problem solving [17].

Emotional intelligence is defined as "the ability to monitor one's feelings and emotions and those of others, to distinguish between them, and to use this information to guide one's thoughts and actions". Over the past 30 years, the concept of emotional intelligence has gained the attention of researchers and practitioners (for example, Weisenger, 1998; Abraham, 1999). Practitioners have realized that employees can no longer be regarded as biological machines that are able to leave their feelings, norms, and attitudes at home when they go to work. Thus, individuals must have more than intellectual abilities and big ideas, they must also have certain human characteristics and personal qualities, such as emotional intelligence [18].

Dulewicz & Higgs (2000) take the definition of emotional intelligence form Goleman (1997) and Martinez (1997). Goleman (1997) gives his explanation about constructs of

emotional intelligence. He defined emotional intelligence as what you feel and your responds towards that feeling, whether (with that feeling) you could motivate yourself to get your job done, to be creative and giving the best out of you, to be sensitive about other personal feeling, and to manage the social relation effectively. Meanwhile Martinez (1997) define emotional intelligence as a set of abilities, skills, and non-cognitive competition that could influence the individual's capability to deal with demands and pressures.

According to Cooper (1997), greater emotional intelligence enables individuals to build stronger relationships, health, more effectively, and achieve greater career success. The main on emotional intelligence in organizational contexts can be traced to classical management theory and practice where strategies for assessment revolve around cognitive abilities (eg, social awareness) found as predictions of successful performance in managerial positions [19].

Mayer et al., (2004) also give an explanation about emotional intelligence. They defined emotional intelligence as capabilities to process emotion in order to enhance thinking capability. This includes capabilities to accurately understanding emotion, to process emotions that helped the thinking process, to understand emotions and all of the related knowledge, and to reflectively set emotions to enhance emotional intelligence.

Based on some expert's definitions above, we now understand that emotional intelligence helps us to understand our own and other's emotions. The more we understand about emotions, it will help us to overcome the more difficult demands and pressures, help us to find a better problem solving solutions, and enhance our intellects.

As a human we need emotional intelligence to help us get through full-demanded days in terms of emotion. With focusing their attention in mental capability to think and understanding emotion, Mayer, Salovey & Caruso (2000) divided emotional intelligence into four branches or emotional intelligence ability model.

II. METHODS

The paper takes the form of an examination of the relevant literature and divergent thinking from related topic emotional intelligence and competitive business. Researchers found skill is a core element for each candidate to be a better individual, especially in the business world. Emotional intelligence is something entrepreneur and leader must possed.

III. RESULTS AND DISCUSSION

A. The Four Model of Emotional Intelligence

The four model of emotional intelligence model describes four areas of capacity and skill that collectively describe many areas of emotional intelligence [20]. More complete, this model defines emotional intelligence as follows:

1) *Accurately Feel Emotions in Yourself and Others*

The starting area is the most basic thing related to nonverbal acceptance and emotional expression. Nonverbal show messages not using words or spoken but rather movements, body language, facial expressions. Expressions of emotions such as happiness, sadness, anger and fear, are

universally recognized in humans. This is a breakthrough in understanding how humans recognize and express emotions for the accurate starting point for a more advanced understanding of emotions.

2) *Using Emotion for Facilitate Thoughts*

The second area appears every bit as basic as the first. This area is an emotional pathway to enter and guide the cognitive system and introduce thought. For example, the cognitive scientists show that emotions prioritize a thinking. In other words : something that we respond to, emotionally is something that has caught our attention . Therefore, having a good emotional input system must help direct thoughts to the things that really matter. As a second example, some researchers suggest that emotions are important for certain types of creativity. For example, emotional mood swings and mood were we think positive, and our mood can be formed for doing creative thinking.

3) *Understanding Emotion*

Emotions can deliver an emotional update: such a "happiness", normally would indicate a desire wants to along with others, and if 'anger', will indicate a desire to attack or hurt others; 'fear' shows a desire to escape, and so on. Each emotion makes it possible to show it's own message pattern , and will show actions related to the message of that emotion.

Message of anger , means that the individual feels unfairly treated. Anger can cause certain series of actions that might result in actions such as : making peace, attacking, retribution and seeking for revenge, or being alone to seek a peace. Understanding the emotional messages and actions associated with them is one of the important aspects of this skill area. Once a person can identify the message and the action, the ability of the reason and the message in the emotional action becomes important . Being able to understand emotions or in other words having an understanding and deliver of emotions about the meanings, is important in the group.

4) *Managing Emotions*

An individual should be manage their emotion and needs to understand their emotions to express the information how they feel. If individu wants to show their emotion, someone may want to open the emotional signals as long as they are not too painful, and avoid those overdoing. Among other things, in one's emotional comfort zone, it becomes possible to regulate and manage one's emotions and others so that they can promote one's personal and social goals. This methods for the emotional self-regulation have been the topic of increasing research in this decade.

B. *Emotional Intelligence and Entrepreneur*

Emotional intelligence shows one's ability to recognize behavior, moods, the impulses and to manage them well to the situation [11]. According to Mayer, J.D., Caruso, D. R., & Salovey (2016), there are four models of emotional intelligence that involve the right ability to feel emotions in individu and others. This ability refers to identify nonverbal abilities and emotional expressions. Futhermore, individuals can also express their feelings to others at work.

For business people, if they can identify accurately about their desires to other members in the organization, they can convince other members to accept the ideas or concepts they offer. To remember and more importantly is that the concept they offer must be understood by the other members. If their

concepts are not understood by the other members, good cooperation will not occur with each other. For the business people seems that they prefer to direct the approach of speaking to express their thoughts for the other members of the organization. This thoughts was to purpose solve problems that related to the workplace [18].

The next ability is to use emotions for facilitate the mind. Research has shown that brain areas related to logic and this area inseparable because it related to feelings and emotions [21]. According to Boren (2010) define that emotional intelligence to promote integration rather than separation of the reasoning area and the logic with emotions and feelings. It explores and tests individuals to adjust their thoughts and allow emotional information to improve cognitive abilities. Not only that, it has been found that creativity is produced by emotions [22]. Creativity refers to the cognitive ability to build, ideas, ideas or concepts inspired by emotions. The more creative the business person in their business, the better the business performance and profit.

The third ability is the ability to understand the emotions of others. This emotional ability refers to the ability to identify, recognize, and understand the emotions of others at work [23]. This ability is important especially when there are meetings with other members in the organization who will discuss about the desires to be achieved in the future, then in this meeting there is an exchange of opinions with each other. The ability to understand and the emotions of others helps in developing and strengthening relationships between people at work [22].

The last ability is the ability to manage emotions. Managing emotions refers to understand emotions information. Under the voluntary control, someone may want to remain open to emotional signals as long as they are not too painful, and prevent those who are overdoing it. Business persons can face strong negative criticism of their ideas or they may face strong objections or rejection from other members at work. During this period entrepreneurs need to use control and manage their emotions. Emotional regulation helps relieve tense situations that occur in the workplace [22].

C. The Importance of Emotional Intelligence in Business Organizations

Goleman (2002) once said *“The various component emotional intelligence such as self-awareness, relationship management, for a team or individually. For optimize group effectiveness, it's for members and especially their leader must “adapt” their emotional state and needs”* [24].

Based on research, if employees in an organization can manage their feelings, they are more aware of their emotions and know their abilities and have motivation in themselves than other people in their environment, and have the senses or ability to fulfill their goals [25]. In organizations, the roles of leaders and employees have been placed in management positions, and are directly responsible for their performance. It is not common for employees to be asked to work in teams to achieve complex organizational goals [26]. So that employees are required in addition to being able to work individually, employees must also be able to work in groups. In this field, the personality, abilities, and skills of each team member clearly play an important role [26].

Besides Neuman et al., (1999) also revealed how the selection and socialization among group members affect the

effectiveness of work teams. It has been seen that when teams face various emotional realities from each individual, they begin to see the shared habits created by their time together and maintain reality the positive and negative emotions.

So, for leaders who want to foster a positive environment by increasing emotional intelligence throughout their teams and organizations, they must start by paying close attention to the reality on the workplace. The positive and negative emotions, rather than just focusing on the vision the company wants [24].

Based on research, if employees in an organization can manage their feelings, they are more aware of their emotions and know their abilities and have motivation in themselves than others in their environment, and have the senses or ability to fulfill their goals [25]. Because, as individuals, we feel most motivated to change when we enter the dreams and visions we want to achieve. Our personal vision of the future gives us energy and commitment to change our behavior. However, it is different from the vision of a group. Groups begin to change only when they fully understand how they function both individually and in groups [24]. Even groups comprising brilliant individuals will make bad decisions if the group is united and arising contention for their competition interpersonal, or power plays.

So the role of emotional intelligence towards individuals and teams is very necessary in the organization. Such a four models emotional intelligence, when the team members begin to practice self-awareness, pay attention to moods and group needs, they tend to respond to others with empathy. The act of showing empathy with one another leads the team to create and maintain positive norms and manage relationships with the outside world more effectively [24].

In short, emotional intelligence produces positive and strong emotional reality. Cherniss & Adlet (2000), show that emotional intelligence involves the ability to regulate one's emotions, and use them to make good decisions and act effectively. Overall, effective team work has been described as communicative, cohesive, innovative, and based on the support of individual members [26]. The group emotional intelligence determines a team's ability to manage its emotions by fostering "trust, group identity, and group efficiency," and thereby maximizing teamwork, collaboration, and effectiveness [24].

Both individual and team each emotional intelligence abilities to develop each other in the practice of the organization. In other words, define by Druskat & Wolff (2001), group emotional intelligence relates to how groups manage individual emotions, how groups regulate group emotions, and how groups interact with others outside group boundaries. Cherniss (2001) also argues by distinguishing what contributes to the emotional intelligence of groups and individuals in an organization. He hypothesized that individual emotional intelligence and group emotional intelligence contribute to organizational effectiveness. So, at the team level, social awareness is the foundation that enables teams to build and maintain effective relationships with the whole organization [24].

D. Competitive Business Environment

Since the 1980s, improvement on production, communication, information and transportation technology

have made rapid progress, combined with an the great ideology free market, making the business environment increasingly out of control and unpredictable as well as faster changes, more diversity large, increased complexity, and increasingly intense competitive pressures [27].

We live in an era of risk and instability. This has an impact on strategic decision making at companies. The goal of most strategies built by leaders is to construct long-lasting competitive advantage by building smart market positions or developing the right abilities and competencies to make an offer in the market (doing what the company does well) [28]. However, the globalization, new technology, and great transparency have joined forces to stabilize the business environment and give many leaders discomfort.

The literature identifies four dimensions that collectively shape the business environment: their level of dynamism, complexity, diversity, and clarity [29]. Dynamism, refers to the speed and predictions of changes in the environment, which came from sources such as technological change, shifting demand, and competitive movements. Complexity, refers to the extent to which organizations are required to have a lot of sophisticated knowledge about products, customers, or others. Diversity, refers to the extent to which organizations are faced with homogeneous or diffuse conditions. Clarity, is the level at which the environment supports organizational growth in it, which is related to the level of competitive pressure in the environment [27].

At present the company must carry out periodic strategy reviews and set the direction and structure of the organization based on their industry analysis and some estimates of how it will develop. Given the new level of uncertainty, many questions appear about the business world. All about how companies measure their position when it is not clear where an industry ends and a new industry begins, how we can apply traditional forecasting and analysis into strategic planning when the current environment is unpredictable, how managers can pick up the right signal to understand and take advantage of changes that are based on many changes in information, then how the planning cycle of one year or maybe five years will remain relevant when changes are so fast [28].

The answers of these companies come with a point with a consistent direction. Sustainable competitive advantage no longer emerge exclusively from position, scale, and first order capabilities in producing or offering. So where did it come from? More and more managers are finding that it stems from the ability of "second-order" organizations that encourage rapid adaptation. Instead of being very good at doing certain things, companies must be really good at learning how to do new things [28]. Because of the rapid changes that occur in the market that encourages awareness of the importance of the ability of individuals not only IQ (Intelligence Quotient) but also their emotional intelligence about how to accept changes in the market.

This is supported by the opinion of Druskat & Wolff (2001) that most executives have accepted that emotional intelligence is as important as IQ for the effectiveness of individuals and groups. Those who develop quickly read and act on signals of change. They have learned how to experiment quickly, not only with products and services but also with business models, processes and strategies [28]. They have built skills in managing complex multi stakeholder

systems in an increasingly interconnected world. Perhaps most importantly, companies have learned to open their biggest resources, those who work for them [28].

The concept of emotional intelligence has a real impact. The only problem is that so far emotional intelligence has been seen only as an individual competency, but the fact is that most of the work in organizations is done by teams and if managers have an urgent need today, it is to find ways to make teams work better and in fact found that individual emotional intelligence is as important as group emotional intelligence which can build the effectiveness of group work [30]. To become the most effective, the team needs to create norms of emotional intelligence attitudes and behaviors that eventually become habits, that support behavior to build group trust, group identity, and group efficacy. There are three important requirements for the effectiveness of a group: trust between members, a sense of group identity, and a sense of group efficacy [31]. And this is greatly influenced by how strong the emotional intelligence of each individual and emotional intelligence in the team. Because at this time, companies face unprecedented radical changes that they must adapt to survive and develop [32]. With increasing challenges in the competitive environment, it is evident that successful companies not only have better performance than their competitors, but they must also constantly adapt to changing conditions [28].

E. The Role of Emotional Intelligence in Competitive Business

In the business world, emotional intelligence is an interest playing an important role, such as innovation, efficiency, productivity, talent development, sales, income, service quality, customer loyalty, employee acceptance and retaining employees, employee commitment, morale, health and satisfaction [33]. Previous researchers found, that the role of emotional intelligence is an organizational activity that knows the integration of explicit and non-explicit knowledge abilities that will guide this individual to success [34].

Today, modern business environment, said that an important characteristic in preparing an organization to face competitive business challenges is change that requires improvement in the organization, and the organization is able to handle threats or be able to exploit opportunities that come, and have emotional intelligence that can support to face competitive business challenges.

Emotional intelligence is an essential characteristic of effective individual abilities. Where these individuals must have a good understanding of their emotions and emotions around them. What's more, emotional intelligence also regulates individuals in dealing with other individual emotions [35]. An organization will benefit if they can develop the emotional intelligence of their employees.

Jordan, Ashkanasy and Hartel (2002), argue that attitudes and commitments to organizations are mediated by emotional intelligence, that individuals with greater emotional intelligence are more likely to produce high affective commitment. Their emotional intelligence can make long-term business development and be able to build organizational culture with high spirits and prevent the loss of talent that individuals have. Because these talents will bring their opportunities to face competitive business challenges.

Individuals who have self-awareness show many characteristics of successful leadership. Because they have a deep understanding of their emotions, strengths, weaknesses, needs and encouragement in themselves. They are not too critical or optimistically realistic, instead they are honest with themselves and others. This self-awareness extends to the understanding of values, goals and drivers of behavior and other performance.

Self-regulation is the ability of individuals to choose the response of an event rather than react or act. People who have reason will create an environment that they believe in and have justice [8], [15]. Such organizations are attractive and can retain talent, which leads to competitive advantage.

Social awareness and empathy are fundamental in team appreciation, group dynamics, diversity management and diversity. Respect for cultural, social, and ethnic differences, plus the ability to model various ways of thinking for corporate profits is an important quality for dealing with competitive businesses.

Social skills are the friendliness of an individual. These social skills move individuals in a particular direction, either to get approval of new policies or systems or to build individual interest in facing competitive business, and build a broad network and know how to persuade people intuitively. Individuals who have social skills demonstrate important characteristics of managerial competence. They are able to understand the importance of collaboration and capable at managing a team in addressing business challenges.

Emotionally intelligent business leader strategies [36]. Organizational emotional intelligence starts from the boardroom, this strategy triggers and determines energy, dynamics, and managerial decision making throughout the organization [37]. Individuals who show good decision making skills are rare. Their talent is an important component of competitive advantage, because it produces unique value and cannot be imitated or replaced. By using the same logic, organizational flexibility and adaptability in dealing with change are components of competitive advantage. Innovation depends on a company's ability to learn faster than competition can [38].

These actions and decisions can become habitual and the organization can last longer, because corporate emotional intelligence is a collection of individual emotional intelligence, organizational leaders who facilitate innovation and expressly encourage employee creativity and risk taking, of the build back the organization [39].

F. Emotional Intelligence and Communication of Business

Researcher from theory of emotional intelligence argue, that emotional intelligence leads to increased effectiveness in communication [40]. Understanding communication is very important with others, where there is a relationship that has a closeness to adapt and use knowledge and skills that are will being right is very important when interacting with others. This communication can also be used in implement a business. In a good business world, communication is considered very important to establish cooperation from one business to another business and to get higher profits. For that reason, there may be some underlying factors that are seen that connect emotional intelligence with effective business communication.

The effective business communication can be a very useful tool when confrontation comes. In the workplace confrontation does indeed often occur, causing a bad situation. In a stressful situation, an effective communicator will be able to reduce the situation. This does not only apply to aggressive confrontations but also to conflicts of interest that occur. For example, one team member might want to follow option A while actually he has the desire to follow option B. An effective communicator will clearly describe the positives and negatives of both options and gather everyone's opinion about the situation.

In this case, there needs to be self-control so that an agreement can be reached. This control applies to managing emotions, confidence, and facial expressions. Emotions are not always logical and when it comes to business, sometimes emotions tend to get in the way. For example, emotions such as anger very often prevent the process of a new business plan because it prefers the ego rather than data that has been collected to plan a new business. In addition, clashes of personal trust can lead to business disputes, facial expressions tend to be misinterpreted, for example, rolling a little eye can damage the potential between the client and the organization [41]. In short, there is a view of communication in business on emotional intelligence on the components of interaction and relationships with one another. This view states that emotional intelligence is the result of communicative processes. For example, a manager can improve his communication in running a business by paying attention to the effectiveness of communication. It is through the effectiveness of that communication that emotional intelligence can occur [42].

Communication in the business world is based on thought processes and states of mind. If someone thinks negatively, the communication shows negative views or comments in the form of verbal and non-verbal communication. Negative thinking like that must immediately be controlled and overcome within themselves so that what is conveyed through verbal or non-verbal communication to external parties no party feels disadvantaged. The self control comes from high self motivation. Someone who has high self-motivation will show a strong optimistic attitude, this is reflected in his daily personality or attitude towards his business partners and also reflected in his communication. A self-motivated leader often deals with his team in business matters having a humble attitude and good at communicating both verbally or non-verbally. A talented communicator always expresses empathy for the person they are communicating with [43]. Even if someone naturally empathizes, empathy in business communication can often be lost in the process of getting work done. However, business decisions and management problems are based on facts, not emotions. Therefore, leaders must be very careful when dealing with their business partners.

For became master in emotional intelligence skills to communicating will help business partners to manage the emotions and communicate better. At present, in the era of globalization we meet many people from different backgrounds every day. For this reason, the good emotional intelligence can connect with other business people and make them feel comfortable in establishing business cooperation relationships. All of that, can be achieved with the good emotional intelligence skills that we have. Even if someone

does not understand other people's language, culture, body language, but we can still communicate with these other people because we have good emotional intelligence.

Furthermore, the good business communication can be applied in business negotiations. The outcome of business negotiations is collaboration by several parties. This is evidence that emotional intelligence plays an important role in the process of business interaction and negotiation. And that becomes very important in conflict situations. People who mainly focus on processes in business interactions have more developed intrapersonal emotional intelligence. The focus on the process assumes higher control over the process of carrying out work tasks, and excessive expression of internal circumstances can be a barrier. Focus on the task, attention to details, control over one's own actions, quality requires attention and management of one's own emotional state. Those who are important for maintaining friendly relationships with people have more developed interpersonal emotional intelligence. The ability to precisely determine and emphasize with other people's feelings increases the love of others and the development of trust relationships. There is also such a business interaction style in which some parts of emotional intelligence are not important.

In research conducted by Gurieva, Kuznetsova, Yumkina, & Sidorenko (2017), the possibility of studying the relationship between the level of emotional intelligence and the conduction style of negotiations which is preferred for the first time is elaborated in theory and agreed in practice. In practice negotiation can be determined in social conditions psychologically affecting the achievement of favorable outcomes, quality of work and other provisions based on agreement in business negotiations that occur. Nowadays, emotional intelligence serves as a foundation for understanding communication in business such as business negotiations.

IV. CONCLUSION

Emotional intelligence help us for understand emotions in ourselves and understand emotions to each other. The more clever we understand emotions, it will able to help us resolve the demands and pressure from the invironment that currently increasingly difficult, helping for some of problem and improving our intellect. So, there are four emotional intelligence that can help our lives: feeling our emotions and others, using emotions for facilitate thought, understanding emotions, and for managing emotions.

For business people, emotional intelligence is needed to be able to understand the desires of employees, express ideas or ideas, make decisions and help business people in managing criticism and suggestions. Whereas in business organizations, emotional intelligence must be owned by every individual in it. So that when they are required to work in groups, they can work well together and achieve maximum results and be able to overcome group problems.

In the face of competitive business competition, emotional intelligence can make long-term business development and be able to build organizational culture with high spirits and prevent the loss of talent that individuals have. Emotional intelligence on individual as a business organization will make them work in harmony and have respect for their colleagues. If it done continuously, it will automatically form

a good organizational culture. Emotional intelligence is also able to help achieve innovation in organizations so that business will continue to grow. If the organizational culture runs well and innovation is carried out continuously, then the business will be able to complete their purpose.

Emotional intelligence plays an important role in the process of business interaction and negotiation. That becomes very important in conflict situations. Effective business communication can be a very useful tool when a conflict comes. In business communication, self control and self awareness are needed because business communication is created from both of these. Communication in the business world is based on thought processes and state of mind, so if the thought process and our thoughts are good the communication shows good views or comments in the form of verbal and non-verbal communication. Good emotional intelligence can connect with other business people and make them feel comfortable in establishing business cooperation relationships.

Emotional intelligence plays an important role in the process of interaction, business negotiations and even the resolution of conflicts that often arise in the business world.

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