



## DIGITAL ERA VS EMOTIONAL QUOTIENT

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### **Abstract**

*Today's fast changing technology has paved way for quicker, convenient and at the same time a reliable means of communication and thereby improving the commercial transactions. The usage of smart phones makes the trading activities a simpler job. Thanks to the new innovations in Information Technology Sector which has given this advantage to the new generation consumers and marketers which makes them to save their much valuable time and energy. The marketers are able to reach a wider range of consumers without any geographical limits. The consumers are provided with a wide range of products and the product information is also available immediately to help their decision making. This is indeed a boon to the Commerce industry.*

**Keywords:** *Digital Era, Emotional Quotient, Information Age, etc.*

### **Introduction**

Today's fast changing technology has paved way for quicker, convenient and at the same time a reliable means of communication and thereby improving the commercial transactions. The usage of smart phones makes the trading activities a simpler job. Thanks to the new innovations in Information Technology Sector which has given this advantage to the new generation consumers and marketers which makes them to save their much valuable time and energy. The marketers are able to reach a wider range of consumers without any geographical limits. The consumers are provided with a wide range of products and the product information is also available immediately to help their decision making. This is indeed a boon to the Commerce industry. The Information Age (also known as the Computer Age, Digital Age, is a period in human history characterized by the shift from traditional industry that the Industrial Revolution brought through industrialization, to an economy based on information computerization. The onset of the Information Age is associated with the Digital Revolution just as the Industrial Revolution marked the onset of the Industrial Age.

During the information age, the phenomenon is that the digital industry creates a knowledge-based society surrounded by a high-tech global economy that spans over its influence on how the manufacturing throughput and the service sector operate in an efficient and convenient way. In a commercialized society, the information industry is able to allow individuals to



explore their personalized needs, therefore simplifying the procedure of making decisions for transactions and significantly lowering costs for both the producers and buyers. This is accepted overwhelmingly by participants throughout the entire economic activities for efficacy purposes, and new economic incentives would then be indigenously encouraged, such as the knowledge economy.

### **Emotional Quotient**

Emotional Quotient is known as the application of the control over the emotions to score over a situation. It is an intelligence much need by the human beings in this competitive digitalized world. It is the level of a person's emotional intelligence, often as represented by a score in a standardized test. For most people, emotional intelligence (EQ) is more important than one's intelligence (IQ) in attaining success in their lives and careers. As individuals our success and the success of the profession today depend on our ability to read other people's signals and react appropriately to them. Therefore, each one of us must develop the mature emotional intelligence skills required to better understand, empathize and negotiate with other people — particularly as the economy has become more global. Otherwise, success will elude us in our lives and careers.

Emotional Intelligence is how well a person can read and monitor their own emotions as well as the emotions of others. Though it's debatable whether emotional intelligence is a "real" intelligence, there are proven benefits, including improved mental health, better job performance, and better relationship maintenance. Emotional intelligence can be closely linked with empathy and allows us to better express ourselves and interpret the behavior of others.

### **Important of Emotional Intelligence**

Without emotional intelligence it would be exceedingly difficult to interact effectively with others. Emotional intelligence allows us to perceive emotions, which then allows us to understand them. This enables us to understand another person's motivations so we can reason with them. Emotional intelligence further enables us to manage our own emotions. Without awareness, we are subject to our emotional states and will easily be caught up in them. Internet, raises questions about our assumptions of control. "Your EQ is the level of your ability to understand other people, what motivates them and how to work cooperatively with them," says Howard Gardner, the influential Harvard theorist. Five major categories of emotional intelligence skills are recognized by researchers in this area.

### **Understanding the Five Categories of Emotional Intelligence (EQ)**

**1. Self-awareness.** The ability to recognize an emotion as it “happens” is the key to your EQ. Developing self-awareness requires tuning in to your true feelings. If you evaluate your emotions, you can manage them. The major elements of self-awareness are:

- Emotional awareness. Your ability to recognize your own emotions and their effects.
- Self-confidence. Sureness about your self-worth and capabilities.

**2. Self-regulation.** You often have little control over when you experience emotions. You can, however, have some say in how long an emotion will last by using a number of techniques to alleviate negative emotions such as anger, anxiety or depression. A few of these techniques include recasting a situation in a more positive light, taking a long walk and meditation or prayer. Self-regulation involves

- Self-control. Managing disruptive impulses.
- Trustworthiness. Maintaining standards of honesty and integrity.
- Conscientiousness. Taking responsibility for your own performance.
- Adaptability. Handling change with flexibility.

**3. Motivation.** To motivate yourself for any achievement requires clear goals and a positive attitude. Although you may have a predisposition to either a positive or a negative attitude, you can with effort and practice learn to think more positively. If you catch negative thoughts as they occur, you can reframe them in more positive terms — which will help you achieve your goals. Motivation is made up of:

- Achievement drive. Your constant striving to improve or to meet a standard of excellence.
- Commitment. Aligning with the goals of the group or organization.
- Initiative. Readying yourself to act on opportunities.
- Optimism. Pursuing goals persistently despite obstacles and setbacks.

**4. Empathy.** The ability to recognize how people feel is important to success in your life and career. The more skillful you are at discerning the feelings behind others’ signals the better you can control the signals you send them. An empathetic person excels at:

- Service orientation. Anticipating, recognizing and meeting clients’ needs.
- Developing others. Sensing what others need to progress and bolstering their abilities.
- Leveraging diversity. Cultivating opportunities through diverse people.
- Political awareness. Reading a group’s emotional currents and power relationships.
- Understanding others. Discerning the feelings behind the needs and wants of others.



**5. Social skills.** The development of good interpersonal skills is tantamount to success in your life and career. In today's always-connected world, everyone has immediate access to technical knowledge. Thus, "people skills" are even more important now because you must possess a high EQ to better understand, empathize and negotiate with others in a global economy. Among the most useful skills are:

- Influence. Wielding effective persuasion tactics.
- Communication. Sending clear messages.
- Leadership. Inspiring and guiding groups and people.
- Change catalyst. Initiating or managing change.
- Conflict management. Understanding, negotiating and resolving disagreements.
- Building bonds. Nurturing instrumental relationships.
- Collaboration and cooperation. Working with others toward shared goals.
- Team capabilities. Creating group synergy in pursuing collective goals.

### **Characteristics of Emotionally Intelligent People:**

#### **1. They're Change Agents.**

People with high EI aren't afraid of change. They understand that it's a necessary part of life—and they adapt.

#### **2. They're Self-Aware.**

They know what they're good at and what they still have to learn—weaknesses don't hold them back. They know what environments are optimal for their work style.

#### **3. They're Empathetic.**

The hallmark of EI, being understanding makes them essential in the workplace. With an innate ability to understand what co-workers or clients are going through, they can get through difficult times drama free.

#### **4. They're not perfectionists.**

While extremely motivated, people with EI know that perfection is impossible. They roll with the punches and learn from mistakes.

#### **4. They're Balanced.**



Their self-awareness means that they naturally know the importance of and how to maintain a healthy professional-personal balance in their lives. They eat well, get plenty of sleep and have interests outside work.

#### **5. They're Curious.**

An inborn sense of wonder and curiosity makes them delightful to be around. They don't judge; they explore the possibilities. They ask questions and are open to new solutions.

#### **6. They're Gracious.**

People with high EI know every day brings something to be thankful for and they don't see the world as "glass half-empty" as a lot of people do. They feel good about their lives and don't let critics or toxic people affect that.

### **Conclusion**

In the Digital era, there may be various means of communication and in every communication that a individual indulges with one another, he needs to be correct, clear, concise, complete and above all courteous and considerate. If one is able to apply these principles in every commercial communication, one is sure to succeed. At the same time a person is required to be ethical and ensure that the technology is not misused for his selfish means. Digitalization is a boon which could serve a society to uplift its standards. Emotionally intelligent people know how to make work, and the world, a better place. They know how to handle the advantages of technological growth for the society in a positive manner and not for its destruction. The growth of digital technology is like a cup of glass, so it is in his hands to handle it carefully so that it could serve him for a longer time. It is not so done it may not only break the glass but also hurt his hands.

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