

Mariia VESOLOVSKA,
Ph.D., Associate Professor,
Management of organizations Department
Lviv Polytechnic National University, Ukraine
ORCID: 0000-0002-3151-6435
Mariya.K.Khim@lpnu.ua

EMOTIONAL INTELLIGENCE AS A MANDATORY COMPONENT OF COMPETITIVENESS IN MODERN CONDITIONS

Annotation: *The article explores the significance of emotional intelligence (EI) in modern business competitiveness. It discusses how EI influences various aspects of organizational success in today's dynamic and complex environments, defines emotional intelligence, highlighting its components such as self-awareness, self-regulation, empathy, and social skills. It emphasizes the impact of EI on leadership, customer relations, innovation, adaptability, and resilience. The central argument is that EI is not just a desirable trait but a necessary component of competitiveness in contemporary business settings. It suggests that businesses must prioritize EI to effectively navigate challenges, foster innovation, and sustain success. The article likely provides examples or case studies illustrating how EI contributes to competitiveness in real-world scenarios. These examples may include instances of effective leadership, successful innovation, or enhanced customer relations driven by high EI. It propose several strategies that modern businesses can employ to increase emotional intelligence among employees.*

Keywords: *Emotional intelligence, competitiveness, business management, competences.*

Relevance of the research topic: Emotional intelligence is increasingly recognized as essential for success in modern workplaces. In competitive environments, individuals with high emotional intelligence can effectively navigate complex social dynamics, build strong relationships, manage conflicts, and inspire others. As organizations prioritize collaboration, innovation, and adaptability, emotional intelligence becomes a critical component of competitiveness, enabling individuals and teams to thrive in diverse and rapidly changing circumstances. Therefore, fostering emotional intelligence has become imperative for maintaining a competitive edge in today's professional landscape.

Purpose: The purpose of the work is to highlight the indispensable role of emotional intelligence in contemporary competitive environments. It seeks to underscore how individuals and organizations can leverage emotional intelligence to enhance their competitiveness by effectively managing interpersonal relationships, fostering collaboration, and adapting to the ever-changing demands of the modern workplace. The research aims to provide insights, strategies, and evidence supporting the integration of emotional intelligence into professional development initiatives and organizational culture to drive success and innovation in today's fast-paced and dynamic business landscape.

Results: Emotional intelligence in business refers to the ability to recognize, understand, and manage one's own emotions, as well as those of others, in a professional setting. It involves skills such as empathy, self-awareness, social awareness, and relationship management. High emotional intelligence can lead to better communication, stronger relationships, effective conflict resolution, and overall improved performance in the workplace. It's increasingly valued by employers as a key factor in leadership, team collaboration, and overall organizational success.

Several factors connect emotional intelligence (EI) with competitiveness in business:

1. **Leadership Effectiveness:** Leaders with high emotional intelligence can inspire and motivate their teams, fostering a positive work environment and enhancing productivity and innovation.

2. **Team Collaboration:** EI enables individuals to understand and manage their own emotions and those of others, leading to better teamwork, cooperation, and synergy among team members.

3. Customer Relations: Employees with high EI can better understand and respond to customer needs and concerns, leading to enhanced customer satisfaction, loyalty, and retention.

4. Conflict Resolution: EI helps individuals navigate conflicts effectively by managing emotions, empathizing with others' perspectives, and finding mutually beneficial solutions, thus reducing disruptions and improving workplace harmony.

5. Adaptability: In today's rapidly changing business landscape, adaptability is crucial. Individuals with high EI are more adept at handling stress, embracing change, and adjusting to new situations, giving their organizations a competitive edge in dynamic markets.

6. Decision Making: Emotional intelligence enhances decision-making by enabling individuals to consider not only logical reasoning but also emotional implications and consequences. This holistic approach leads to more well-rounded and effective decisions.

7. Employee Engagement and Retention: Organizations that prioritize EI create a culture where employees feel valued, understood, and supported, leading to higher levels of engagement, job satisfaction, and employee retention.

8. Innovation and Creativity: EI fosters an environment where individuals feel comfortable expressing themselves, sharing ideas, and taking risks. This openness cultivates innovation and creativity, driving business growth and competitiveness.

Overall, emotional intelligence is not only crucial for individual success but also plays a significant role in shaping the competitiveness and success of businesses in today's complex and interconnected world.

There are some examples of companies where emotional intelligence drives success and innovation:

1. Google: Google is known for fostering a culture that values emotional intelligence. They prioritize attributes like empathy, self-awareness, and effective communication in their hiring and leadership development processes. This approach has contributed to their ability to attract top talent, foster innovation through collaboration, and maintain a positive work environment.

2. Salesforce: Salesforce places a strong emphasis on emotional intelligence within its corporate culture. CEO Marc Benioff advocates for mindfulness and compassion in leadership, encouraging employees to prioritize their well-being and emotional health. This focus on EI has helped Salesforce maintain high employee satisfaction, drive innovation, and build strong customer relationships.

3. Adobe: Adobe is another example of a company that recognizes the importance of emotional intelligence. They offer training programs and resources to help employees develop EI skills, such as self-awareness, empathy, and relationship management. By fostering a culture of emotional intelligence, Adobe has been able to cultivate a highly engaged workforce, drive innovation in their product development, and maintain a competitive edge in the market.

4. Amazon: Amazon is known for its customer-centric approach, which is deeply rooted in emotional intelligence. Founder and CEO Jeff Bezos has emphasized the importance of understanding and empathizing with customers' needs and emotions. This focus on EI has enabled Amazon to innovate rapidly, anticipate customer preferences, and deliver personalized experiences through technologies like AI and machine learning.

5. Patagonia: Patagonia, an outdoor clothing and gear company, is renowned for its commitment to environmental sustainability and social responsibility. This ethos is driven by the emotional intelligence of its leadership and employees, who are deeply passionate about protecting the planet and making a positive impact in the world. This focus on EI has not only fueled innovation in sustainable product design but also strengthened customer loyalty and brand reputation.

Overall, emotional intelligence plays a crucial role in increasing the competitiveness of entrepreneurs starting businesses in conditions of war or crisis by fostering resilience, adaptability, relationship management, problem-solving, emotional agility, and a clear sense of purpose and vision.

Conclusions: There are several strategies that modern businesses can employ to increase emotional intelligence among employees:

1. **Training and Development Programs:** Offer workshops, seminars, and training sessions focused on emotional intelligence skills such as self-awareness, self-regulation, empathy, and effective communication.

2. **Leadership Development:** Provide leadership training that emphasizes the importance of emotional intelligence for effective leadership, including techniques for inspiring and motivating teams, managing emotions, and fostering a positive work culture.

3. **Coaching and Mentoring:** Pair employees with coaches or mentors who can provide guidance and support in developing their emotional intelligence skills through personalized feedback and practical advice.

4. **Feedback and Assessment Tools:** Use assessments and feedback mechanisms to help employees gain insight into their emotional intelligence strengths and areas for improvement, and provide resources and support to address any gaps.

5. **Role Modeling:** Encourage leaders and senior employees to demonstrate high emotional intelligence behaviors such as active listening, empathy, and constructive feedback, serving as role models for others to emulate.

6. **Promote Psychological Safety:** Create a culture where employees feel safe to express their thoughts, emotions, and concerns without fear of judgment or reprisal, fostering open communication and trust within teams.

7. **Regular Check-ins:** Implement regular check-ins between managers and employees to discuss progress, address any emotional challenges or concerns, and provide support and guidance as needed.

8. **Team-building Activities:** Organize team-building activities that encourage collaboration, communication, and empathy, such as group problem-solving exercises, role-playing scenarios, or volunteer projects.

By implementing these strategies, businesses can help employees develop their emotional intelligence skills, leading to improved interpersonal relationships, enhanced leadership effectiveness, and a more positive and productive work environment.

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