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THE IMPACT OF EMOTIONAL INTELLIGENCE ON PERFORMANCE AND SATISFACTION

Abstract: For a long time management and organizational sciences have neglected intelligence, and especially emotional intelligence as an integral part of human being and its place, role and influence on personal and organizational success, employee satisfaction and happiness of individuals and organizations that joined together to achieve greater success.

This practice also dominates in contemporary business and management conditions, which means that classical organization and management is still the dominant organizational management modality, although influential forces and factors have changed in the internal and external environment. It limits the success of the individual and the organization and over time leads to a degression of progress and development at the macro, meso, or micro levels.

In these circumstances, there is a need to introduce more psychology, sociology, neuroscience and other natural and social sciences into management science in order to consider how to maximize the potential of the human brain in which desires, ie needs (emotional part) and the motivational part arise a work that develops techniques, tools, and instruments to motivate individuals and organizations to turn their desires into reality.

Previously mentioned is necessary, because science management was primarily concerned with the motivations and ways of motivating employees to do certain things, while neglecting the primary goal of developing and increasing the capacity of the emotional part in which to create desires. Of course, emotional intelligence should be viewed in balance with motivational, in parallel with the development of desires, and mechanisms for their realization.

The paper deals with the issue of emotional intelligence, which in the future will gain importance in management and organizational sciences, as well as in practice, why future strategic managers will need to know more about neuroscience and psychology and the impact of these sciences on organizational management.

Keywords: *intelligence, emotional intelligence, intelligence and performance, intelligence measurement.*

Emotional intelligence as a key factor in business.

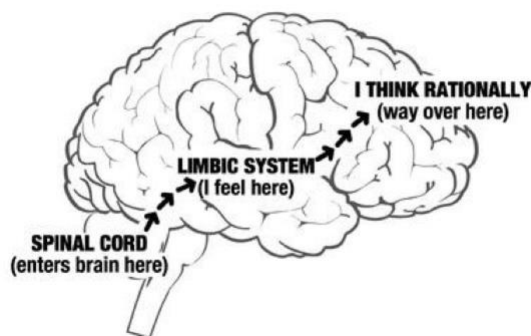
Man, or rather our neocortex, is constantly struggling between reason and feeling. Depending on the balance of each other, the speed of reaction to a particular process or phenomenon, depends on a person's success, which is expressed by the coefficient of intelligence. From the above it can be stated that feelings and reason, one of the basic characteristics of man, that is, they determine the difference between man and other living beings, and above all animals. In other words, "emotions and beliefs determine whether we endure to the end. They are the most significant factors in deciding whether to apply what we have learned. We must not forget that all human behavior is based on beliefs"[4, p.13].

The researchers endeavor to determine the causes of success, or failure of individuals in business and life in general. Each individual success is unique and unrepeatable, meaning that there are no universal rules, because applying the same principles can produce different outcomes in different

situations, as different principles and principles can produce the same results or outcomes. Although it has been proven that the human brain in its functioning gives precedence to emotions, classical organization and management have neglected emotions and have been required to eliminate them from the performance of jobs and tasks. Thus, emotions are negated and any insistence that a person is reasonable but also a sentient being would be met with criticism and often condemnation, both in practice and in the classic management literature. It has been neglected, and it is still neglected, to find out that neuroscience has come to the conclusion that the state of emotions has the greatest influence on the state of man, that it precedes the rational and that it cannot rationally prevent emotions, which means that they are two sides of the same sex.

Trevis Bradberry and Jean Creaves explain how it works: “Everything you see, smell, hear, taste or touch travels through the body in the form of electrical signals. These signals pass from cell to cell, until it reaches the final destination, your brain. They enter the brain, close to the spinal cord, but have to travel to the anterior lobe before reaching the place where rational or logical thinking is located. The trouble is that they pass through the limbic system along the way, that is, places where emotions are generated. Such a journey enables an emotional experience before the mind is set in motion, and feelings and emotions are in constant communication, which means that they influence one another ”[5, pp. 1-12]. This relationship can be represented by the following image:

How the brain works?



Pic: Emotional Intelligence 2.0

For a long time, science could not determine the secret of successful, or highly successful, or average people. Psychologists have dealt with this issue and have found that success, or failure, depends largely on emotional intelligence, namely: self-organization, self-esteem, self-compassion. Individuals who exhibit these characteristics exhibit a greater degree of kindness and do not devote themselves to their own successes or failures, or mistakes. They understand that successes and failures are an integral part of every human being and that there is no one who has only had successes or only failures. It is only their intensity and what prevails. They also have a balanced approach to negative emotions and do not allow themselves to be overwhelmed and overcome by negative emotions, as they kill worse than any weapon, including nuclear.

Practice shows that individuals who experience failure in life and work “usually behave in one of two ways: They either retreat back into their shells and blame others, or are cruel to themselves. Both behaviors are unacceptable, and one of the reasons is the lack of compatibility between feeling and reason, that is, rationality. Unfortunately, there is no universal answer to how one should act and behave in failure, but emotional intelligence is known to be a critical factor in achieving success. ”[3, p.7]

The mathematization of emotional intelligence is a great danger.

It has already been said that emotional intelligence is a key, but also a critical factor in a person's behavior and achievement of success. Science, individuals and organizations have also strived to determine how emotional intelligence is measured in the selection and selection of personnel, prescribing appropriate instructions and manuals, as well as tests that have been used to determine or evaluate emotional intelligence. A number of strategies for raising emotional intelligence have been formulated based on a large number of tests on relevant samples. The strategies indicated the type of test to be found and selected online. In response to the test, results are obtained indicating which skills need to be reinforced, as well as drawing other conclusions. The effort to determine the level or quotient of emotional intelligence deserves attention, especially in the creative industry, which today occupies a significant place in national as well as in societies globally. Many individuals themselves wanted to know whether and to what extent they had emotional intelligence and how, or what techniques to increase. In other words, how to make emotional intelligence more effective for increasing one's own and organizational performance, as well as personal and organizational satisfaction. Thus, not only business success but organizational satisfaction as research has shown that successful companies as well as wealthy individuals are not at the same time happy and that positions in the ranking of success and wealth as well as happy people are in great disproportion. In this context, it is said that many educational institutions, domestic and international journals, discuss this issue, and many companies in the creative industry organize internal and external courses, training and learning on improving the capacity of emotional intelligence and its creative potential. [1]

However, a reasonable doubt about the accuracy of these measurements and assessments of emotional intelligence should be expressed, especially when it wants to be mathematized, because as much as medical science has advanced, and within it neuroscience and psychology, it is difficult to reliably determine the intelligence coefficient. Medical science has established that the greatest forces that exist in man are intangible, but also invisible, and that there is the highest degree of ignorance in this matter. Man "does not realize the intangible force (and intelligence) that resides in the Earth, the force that gives him every morsel of food he eats, every bit of clothing he carries, every dollar he has in his pocket" [2, p. 235].

Another limiting factor in measuring intelligence are the many variables that affect its expression. Even within a day. There is increasing evidence of insufficient reliability of criteria and tests in drawing objective conclusions and formulating certain regularities. This should be noted by the human resources sectors, that is, managers, as tests and instructions can delay, or show unrealistic results, which should be combined with sophisticated techniques and methods to produce as objective results and outcomes as possible.

Emotionally strong individuals have a strong motivation and, as a rule, achieve greater impact and have a more successful career. The good thing is that emotional content in a person can be improved through training, and thus developing a person's mentality. It has been shown that individuals who have the mindset of growth tend to enhance their creative potential and nurture positivism and optimism, even when things are not going right. Those who have linear thinking tend to have social problems related to: self-esteem, anxiety, insecurity and as such have little chance of success. Not only that, these individuals believe that nothing can be done to strengthen emotional intelligence, that intelligence is an innate phenomenon and that there is nothing or little that can change it. In the case of failure, these individuals are prepared to withdraw, retreat to their shells, and simply punish themselves for things that they have not done, or for failure. Many people are shown to be better friends with others, to respect others more than they do to themselves. In such circumstances, it is difficult to be successful, even less, happy.

Emotionally strong people, even when they do something wrong, they try not to be strict with themselves. They are ready for optimism and a positive attitude, thus showing their full potential.

Research has shown that optimists are more likely to learn about and then talk about their negative traits and failures. In other words, optimistic people are more likely to be authentic, open to communication, and thus more likely to succeed in business or life.

Emotional literacy is a prerequisite for success, and in particular recognition of some of these elements of emotional intelligence: self-feeling, self-esteem, self-confidence, self-love. For these elements to come to the fore, one needs to know oneself and respect oneself, and that is one of the most difficult tasks [3, p.4], which implies the old folk wisdom to “cross one's own threshold is the longest part of the way ”.

The point of getting to know yourself is to get to know and activate the positive and the strong sides of your personality and to realize that a person can do everything that others can, it is only a matter of time and effort.

Related to the previous is also the self-confidence, that is, the belief of individuals in their ability to overcome a certain obstacle or successfully solve a problem, only love or self-love considering themselves as a whole human being (which is different from self-love in which an individual has a non-positively positive self-image)), etc.

It should be borne in mind that the above elements are not in harmony with each other. There are individuals who have too self-confidence but have low self-esteem. The environment can also have an effect on the mentioned elements. Socializing with negative people can destroy any initiative, self-esteem and confidence, because they emit negative energy and emotions, and this, as stated, can be a more deadly weapon than a classic one. However, it must be borne in mind that everything depends on the individuals themselves. We are the ones who set our goals and we are the only ones who can limit our own potentials with our fences and hoops in the brain. That is why every individual should first and foremost eliminate the limitations he has set for himself in his brain and start emitting positive energy.

Conclusion.

Intelligence, and within it emotional intelligence is increasingly becoming a subject of study within management science. This was largely due to the practice, as it was found that individuals with high levels of intelligence achieved 20% higher performance than individuals with average levels of intelligence, while compared to below average, this percentage was up to three times higher. As success has become one of the most widely spoken words and phenomena that everyone strives for, individuals and organizations seek to diagnose their own intelligence through certain techniques and tests and then work on developing and improving it. Associated with the above is the emergence of certain manuals and instructions, but also strategies to increase the coefficient of intelligence, which is the negation that a person is born intelligently or unintelligently and that during life he cannot be promoted. In other words, intelligence can be individually enhanced through various techniques, through tests, training, etc. It should be noted here that through testing and determining the coefficient of intelligence, one can learn, which represents self-learning as an effective but not efficient modality for acquiring new knowledge.

There are companies in developed countries that use these techniques and their experience shows that before and after these trainings, there is a significant positive difference in eliminating fear and lack of confidence, that is, increasing the creative potential to achieve greater success, higher levels of satisfaction, quality of life and happiness.

However, creativity and intelligence are phenomena that are difficult to measure, and any effort to step up formulas and maths through intelligence is not reliable and can lead to wrong decisions when evaluating individuals. Therefore, the mechanisms and techniques used to test intelligence and interpret these results should be used cautiously as a complementary tool.

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THE LINK BETWEEN SUSTAINABLE FOOD SECURITY AND SELF-SUFFICIENCY (THE CASE OF GEORGIA)

Summary. Food security is a guarantee that there is enough volume of food in the country, for a healthy life. Food security is a necessary condition for society. It includes four main components: 1. Ensuring the population with the required number of food; 2. Balanced meals; 3. Food safety; 4. Material and geographical availability of food. Food self-sufficiency is not an expression of food security, but the two can interact with each other in important ways. In order to evaluate food security in Georgia were analyzed self-sufficiency ratios of the Agricultural products, which are strategic importance. Also, were analyzed its mean component: local production. It is concluded that these self-sufficiency ratios are generally low in the country. Self-sufficiency ratios mainly refers to the trend of local production.

In conclusion sustainable development and strengthening of food security are key priorities for the development of the agriculture field of Georgia.

Key words: Agriculture, food security, sustainability, self-sufficiency ratio, local production

Introduction. Agriculture in Georgia has always played important role in ensuring food security and increasing wealth. Nevertheless, level of self-sufficiency with domestically produced food and incomes are low, poverty level in rural areas is high and deficit of food is covered by imported products [3]. According to the United Nations prediction the world is expected an increase in population from 7.7 billion to 9.7 billion by 2050.[6] It is estimated that the world population growth rate per year is approximately 1.1% (about 83 million people per year). Population dynamics is closely related to a number of global problems, first of all, poverty, food and environmental problems. The current political situation and the global climate changes create additional challenges for providing an adequate quantity of food to the population. For a country like Georgia, it is important to maximize the use of existing agricultural potential and its deliberate development.

For Georgia and also for low- and middle-income countries it is extremely important to meet three goals out of 17 set by UN 2030 Agenda for Sustainable Development. These goals are “Zero hunger”, “Good health and wellbeing” and “Responsible consumption and production”.

In order to meet these goals one of the ways are reveal challenges and perspectives for sustainable development and analyse food components that linking with food security and self-sufficiency.