

UNDERSTANDING AND MANAGING EMOTIONAL INTELLIGENCE: IMPLICATIONS FOR STRATEGY IMPLEMENTATION EFFECTIVENESS IN NIGERIAN BANKING INDUSTRY

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ABSTRACT

Emotional intelligence and associated emotional competencies are strategic and particularly central to banking organizational strategy implementation effectiveness; and the leadership in specific, whose essence is paramount in getting others to perform their respective functions more effectively. The strengths and weakness in emotional intelligence and emotional competencies can be measured in the gains or losses manifestable to the organization's fullest talents of those who implement the strategies. The study imperically examined if emotional intelligence enhances strategy implementation effectiveness in Nigeria banking industry. A cross-sectional survey and Likert 5-point scale structured questionnaire methods were adopted. Validity and consistency tests were conducted on the research instruments and a Chronbach's alpha coefficient value of 0.886 consistency was achieved, using Statistical Package for Social Science software. Data were generated from 5 statistically selected money deposit banks, quoted in the Nigerian Stock Exchange; and these constituted the 150 statistically selected strategic managers from different branches of the study organizations. Pearson's correlation statistical technique was employed for the inferential analysis, at the 0.05 significance level. The study revealed and concluded that emotional intelligence components associated and enhance strategy implementation effectiveness in the Nigerian banking industry. It is recommended that managers should monitor and maintain long-term relationships with their current customers. Other relevant recommendations on emotional intelligence and competencies management adoption were accordingly made.

KEYWORDS: Emotional Intelligence, Emotional Competencies, Strategy Implementation Effectiveness, Nigerian Banking Industry

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