

THE ROLE OF EMOTIONAL INTELLIGENCE ON ADMINISTRATORS IN SOCIAL INSTITUTIONS

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Received: **05 Jul 2018**

Accepted: **13 Jul 2018**

Published: **19 Jul 2018**

ABSTRACT

Emotional intelligence is defined to guide behavior, thoughts, effectively communicating with family and within organizations. EI is an exhilarating area of research and it should prove valuable to entrepreneurs and business people of all kinds. EI was found to be associated specifically with dynamic leadership and success in the workplace by increasing performance and productivity in the workplace (Thi Lam & Kirby, 2002). An administrator is a leader. The effective leader is one who works with the maximum quantity and quality, excellent performance and consent and commitment of staff. Their management takes control of induced character rooted in their emotional intelligence. Administrators play a mediator role in social institutions between the management and employees. The present study aims to investigate the role of EI in administrators in social institutions.

KEYWORDS: *Emotional Intelligence, Administrators, Social Institutions*