



STRATEGIES, TECHNIQUES, APPLICATIONS AND RESOURCES

Dr. Arceloni Neusa Volpato
Dr. B. Balaji
Dr. S. Karthikeyan
Dr. Divya R. Panjwani

STRATEGIES, TECHNIQUES, APPLICATIONS AND RESOURCES

Editors:

Dr. ARCELONI NEUSA VOLPATO

Dr. B. BALAJI

Dr. S. KARTHIKEYAN

Dr. DIVYA R. PANJWANI

@ All rights reserved with the publisher.

First Published: November 2023



ISBN: 978-93-91303-83-9

DOI: <https://www.doi.org/10.47715/JPC.B.978-93-91303-83-9>

Pages: 374 (Front Matter: 18; Inner Content: 356)

Price: 700/-

Publisher:

Jupiter Publications Consortium

22/102, Second Street, Virugambakkam

Chennai, Tamil Nadu, India.

Website: www.jpc.in.net

Email: director@jpc.in.net

Imprint:

Magestic Technology Solutions (P) Ltd.

Chennai, Tamil Nadu, India.

TITLE VERSO

Title of the Book:

Strategies, Techniques, Applications and Resources

Editor's Name:

Dr. Arceloni Neusa Volpato

Dr. B. Balaji

Dr. S. Karthikeyan

Dr. Divya R. Panjwani

Published By:

Jupiter Publications Consortium

Publisher's Address:

22/102, Second Street, Venkatesa Nagar, Virugambakkam
Chennai 600 092. Tamil Nadu, India.

Printer's Details:

Magestic Technology Solutions (P) Ltd.

Edition Details: First Edition

ISBN: 978-93-91303-83-9

Copyright: @ Jupiter Publications Consortium

COPYRIGHT

Jupiter Publications Consortium
22/102, Second Street, Virugambakkam
Chennai 600 092. Tamil Nadu. India

@ 2023, Jupiter Publications Consortium
Imprint Magestic Technology Solutions (P) Ltd

Printed on acid-free paper

International Standard Book Number (ISBN): 978-93-91303-83-9
(Paperback)

Digital Object Identifier (DOI): <https://www.doi.org/10.47715/JPC.B.978-93-91303-83-9>

This book provides information obtained from reliable and authoritative sources. The author and publisher have made reasonable attempts to publish accurate facts and information, but they cannot be held accountable for any content's accuracy or usage. The writers and publishers have endeavoured to track down the copyright holders of every content copied in this book and regret if permission to publish in this format was not acquired. Please notify us through email if any copyright-protected work has not been recognised so that we may make the necessary corrections in future reprints. No portion of this book may be reprinted, reproduced, transmitted, or used in any form by any electronic, mechanical, or other means, now known or hereafter developed, including photocopying, microfilming, and recording, or in any information storage or retrieval system, without the publisher's written permission.

Trademark Notice: Product or corporate names may be trademarks or registered trademarks and are used only for identification and explanation without intent to infringe.

Visit the Jupiter Publications Consortium Web site at
<http://www.jpc.in.net>

ACKNOWLEDGMENTS

We would like to express our heartfelt gratitude to all the authors who have contributed their valuable research work to this edited book. It would not have been possible to achieve this milestone without their sincere efforts and commitment.

We express our appreciation to the publishing team for their professional support and assistance throughout the entire process of editing and publishing this book. Their expertise and dedication have been invaluable in bringing this book to fruition.

Lastly, we would like to thank our families and friends for their unwavering support and encouragement, which has kept us motivated throughout this journey.

- Dr. Arceloni Neusa Volpato
- Dr. B. Balaji
- Dr. S. Karthikeyan
- Dr. Divya R. Panjwani

Editors

PREFACE

The world is facing unprecedented environmental challenges that are affecting the quality of life of people, ecosystems and economies. The complexity and interdependence of myriad issues require a multidisciplinary approach that brings together expertise from different fields of knowledge (engineering, technology, sciences, arts, humanities, commerce and management). This edited book aims to contribute to this effort by bringing together a collection of articles that explore strategies, techniques, applications and resources from different perspectives.

Strategies are essential because they provide structure, direction, and purpose to endeavors, increasing the likelihood of success and enabling efficient and effective use of resources. They are crucial for adapting to changing circumstances and maintaining a competitive advantage in various contexts.

Techniques are valuable tools that provide structured and efficient ways to perform tasks, solve problems, and achieve goals across diverse fields. They contribute to productivity, quality improvement, and innovation, while also promoting consistency, reliability, and informed decision-making. Their significance extends to both individual skill development and the success of organizations and industries as a whole.

Applications have become integral to modern life, transforming the way we work, communicate, learn, and entertain ourselves. Their significance extends to various domains, bringing convenience, efficiency, and innovation to individuals, businesses, and society as a whole.

Resources are crucial for sustenance, economic growth, technological progress, and societal well-being. They impact various aspects of human life and are essential for building and maintaining prosperous and thriving societies. Responsible management and utilization of resources are key to ensuring their long-term significance and availability for future generations.

Overall, this edited book offers a comprehensive and interdisciplinary overview of strategies, techniques, applications and resources. The articles presented here provide a rich source of information and ideas for researchers, students, practitioners, and policymakers interested in sustainability, transformation, growth and excellence. We hope that this book will inspire further research, discussion, and action towards a more progressive future for all.

- Dr. Arceloni Neusa Volpato
- Dr. B. Balaji
- Dr. S. Karthikeyan
- Dr. Divya R. Panjwani
- **Editors**

-

FOREWORD

The edited book "**Strategies, Techniques, Applications and Resources**" is a timely and much-needed contribution to the field. The editors of this book, **Dr. Arceloni Neusa Volpato, Dr. B. Balaji, Dr. S. Karthikeyan, and Dr. Divya R. Panjwani** have put together an outstanding collection of articles that explore the various aspects. The book covers a wide range of topics, emphasising strategies, techniques, applications and resources.

One of the unique features of this book is its multidisciplinary approach. The editors have brought together a diverse group of authors from different fields such as engineering, technology, sciences, arts, humanities, commerce and management. This interdisciplinary approach helps to provide a comprehensive understanding of the complex issues. The authors have presented their research and case studies in a clear and concise manner, making it accessible to a wide range of readers, from students to policymakers.

The edited book "Strategies, Techniques, Applications and Resources" is a valuable contribution. It brings together the latest research and practical solutions to some of the most pressing issues of our time. I commend the editors and authors for their efforts and hope that this book will inspire further research and action towards a progressive future.

- **Prof. Dr. Suresh Paul Antony**
Indian Institute of Management, Tiruchirappalli

INTRODUCTION

This edited book, titled "**Strategies, Techniques, Applications and Resources**", is a compilation of research studies and cases that focus on various aspects in multiple domains of engineering, technology, sciences, arts, humanities, commerce and management.

Strategies are crucial tools that individuals, businesses, organizations, and even nations use to achieve specific objectives or goals efficiently and effectively. Their significance lies in the following aspects:

- a) **Goal Achievement:** Strategies help clarify objectives and provide a roadmap to achieve them. They outline the steps and actions needed to reach the desired outcomes, ensuring a focused and purposeful approach.
- b) **Resource Optimization:** By providing a clear plan of action, strategies enable the optimal allocation of resources, including time, money, and manpower. This prevents wastage and ensures resources are used wisely to yield the best possible results.
- c) **Competitive Advantage:** In business and other competitive environments, strategies help create a competitive edge. They allow organizations to differentiate themselves from competitors, exploit opportunities, and mitigate risks, leading to sustained success.
- d) **Risk Management:** Strategies are essential for identifying potential risks and challenges, and they provide contingency plans to overcome them. By being prepared for various scenarios, organizations can minimize negative impacts and maintain stability.
- e) **Long-term Vision:** Strategies are typically designed with a long-term perspective. They help organizations move beyond short-term thinking and foster a sustainable approach to decision-making.
- f) **Adaptability:** Despite careful planning, circumstances can change. Effective strategies are designed with flexibility in mind, allowing for adjustments and adaptations as needed in response to new information or shifts in the environment.
- g) **Alignment and Coordination:** In larger organizations or multi-stakeholder projects, strategies ensure that everyone is working

toward the same objectives. They promote alignment, coordination, and collaboration among different teams or departments.

- h) **Decision-making Framework:** Strategies serve as a framework for decision-making, guiding choices and ensuring they are in line with the overall mission and goals of the entity.
- i) **Measurement and Evaluation:** Strategies often include metrics and milestones, which facilitate monitoring and evaluation of progress. This helps in determining whether the strategy is effective or needs refinement.
- j) **Confidence and Focus:** Having a well-defined strategy gives individuals and organizations a sense of purpose, confidence, and direction. It reduces uncertainty and allows them to concentrate their efforts on the most critical areas.

Techniques play a crucial role in various fields and endeavors, providing specific methods or approaches to accomplish tasks, solve problems, or achieve objectives. Their significance lies in the following aspects:

- a) **Task Accomplishment:** Techniques offer systematic and proven ways to perform specific tasks or operations efficiently. They provide step-by-step guidelines that enable individuals to complete complex activities with precision and effectiveness.
- b) **Problem Solving:** Techniques are essential problem-solving tools. They provide structured approaches to analyze issues, identify root causes, and devise appropriate solutions.
- c) **Efficiency and Productivity:** By streamlining processes and providing best practices, techniques enhance efficiency and productivity. They help individuals and organizations achieve more in less time and with fewer resources.
- d) **Quality Improvement:** Techniques often focus on quality enhancement. They offer ways to standardize processes, reduce errors, and improve overall outcomes, leading to better products or services.
- e) **Innovation and Creativity:** Techniques can also be employed to foster innovation and creativity. They may provide frameworks or methods to brainstorm ideas, explore new possibilities, and develop novel solutions.

- f) **Reproducibility:** In scientific research and other empirical studies, techniques ensure that experiments or investigations can be replicated by others, adding credibility and reliability to the findings.
- g) **Decision Making:** Techniques provide structured approaches to decision-making, helping individuals and organizations make well-informed choices based on data, analysis, and evaluation.
- h) **Learning and Skill Development:** Techniques are instrumental in teaching and skill development. They offer practical ways to acquire new knowledge or abilities, enabling individuals to enhance their expertise.
- i) **Risk Reduction:** Some techniques are designed to minimize risks in various domains, such as project management, financial planning, or safety procedures. They provide safeguards and precautionary measures to prevent potential hazards.
- j) **Consistency and Standardization:** Techniques promote consistency and standardization, ensuring that processes and outcomes meet specific criteria or conform to industry standards.
- k) **Adaptability:** Techniques can be adapted and applied to different situations, making them versatile tools that can be modified to suit varying contexts or challenges.
- l) **Progress Measurement:** Techniques often include quantifiable measures or indicators, facilitating progress tracking and performance evaluation.

The significance of applications, particularly in the context of technology and software development, is immense and encompasses a wide range of areas. Here are some key aspects highlighting their importance:

- a) **Problem Solving:** Applications are designed to address specific problems or fulfill particular needs. They provide practical solutions that simplify complex tasks, automate processes, and make everyday activities more efficient.
- b) **Convenience and Accessibility:** Applications enhance convenience and accessibility by providing user-friendly interfaces and functionalities. They enable users to access services, information, and resources from various devices, anytime and anywhere.

- c) **Productivity and Efficiency:** Business applications streamline workflows, optimize operations, and boost productivity. They allow organizations to manage tasks, data, and communication more effectively, leading to improved efficiency and output.
- d) **Innovation and Progress:** Applications often incorporate innovative technologies and ideas, driving progress in different industries. They open up new possibilities and contribute to advancements in fields like healthcare, education, finance, and more.
- e) **User Experience:** A well-designed application enhances the overall user experience. Intuitive interfaces, seamless navigation, and responsive features create a positive impression and encourage user engagement.
- f) **Market Competitiveness:** For businesses, having unique and functional applications can provide a competitive edge. It allows companies to differentiate themselves from competitors, attract more customers, and retain existing ones.
- g) **Data Analysis and Insights:** Applications equipped with data analytics capabilities can collect, process, and present valuable insights. This data-driven decision-making enables businesses to make informed choices and adapt to changing market trends.
- h) **Connectivity and Collaboration:** Applications facilitate communication and collaboration among individuals and teams, regardless of geographical barriers. They enable real-time interactions, fostering cooperation and teamwork.
- i) **Learning and Skill Development:** Educational applications offer interactive learning experiences, enabling users to acquire new skills and knowledge at their own pace. They promote continuous learning and professional development.
- j) **Personalization:** Many applications offer personalized experiences based on user preferences and behavior. This tailored approach enhances engagement and satisfaction.
- k) **Social Impact:** Applications have the potential to address social issues and create positive change. They can be used for charitable purposes, raising awareness, and promoting social causes.

- l) **Economic Growth:** The development and widespread use of applications contribute to economic growth and job creation. The app economy has become a significant sector in many countries, generating employment opportunities and driving economic activity.
- m) **Entertainment and Recreation:** Applications provide entertainment options, such as gaming, streaming services, and social media platforms. They offer relaxation, amusement, and opportunities for social interaction.

Resources are essential components that are valuable and useful in various contexts. Their significance lies in their fundamental role in supporting and sustaining life, economies, and civilizations. Here are some key aspects highlighting the importance of resources:

- a) **Human Survival:** Natural resources, such as water, air, food, and shelter, are fundamental for human survival. They meet the basic needs of individuals and communities, ensuring their well-being and existence.
- b) **Economic Development:** Resources are critical drivers of economic development. Natural resources like minerals, oil, and gas fuel industries and provide raw materials for manufacturing processes. Human resources, such as skilled labor, also contribute to economic growth and innovation.
- c) **Industrial Production:** Resources serve as inputs for industrial production. Whether it's natural resources, like metals and agricultural products, or human resources with specific expertise, they form the backbone of manufacturing and service industries.
- d) **Infrastructure and Construction:** Resources are vital for building infrastructure, such as roads, bridges, buildings, and utilities. Construction materials like cement, steel, and timber are necessary for urban development and improving living standards.
- e) **Energy Generation:** Natural resources like fossil fuels, wind, solar, and hydro power are essential for energy generation. They drive electricity production and power various sectors of the economy.

- f) Environmental Balance: Maintaining a balance in the use of resources is crucial for environmental sustainability. Responsible management of resources helps preserve ecosystems, biodiversity, and natural habitats.
- g) Technological Advancement: Access to resources spurs technological advancement. By providing materials and knowledge, resources enable the development of innovative technologies that improve lives and societies.
- h) Wealth Creation: Resource-rich regions and nations often experience economic prosperity and wealth creation. Exporting valuable resources can drive revenue and contribute to a country's gross domestic product (GDP).
- i) Social Services and Welfare: Financial resources play a significant role in providing social services and welfare programs. Governments allocate resources to education, healthcare, social security, and other essential services.
- j) Research and Development: Resource availability supports research and development efforts. Financial resources fund scientific studies, technological innovations, and medical advancements.
- k) Global Trade and Cooperation: Resources foster international trade and cooperation. Countries with abundant resources can export them to countries with a demand for those resources, promoting economic interdependence and cooperation.
- l) Cultural and Artistic Expression: Resources also play a role in cultural and artistic expression. Artists, musicians, and writers often rely on resources to create their work and share it with the world.

- Dr. Arceloni Neusa Volpato

- Dr. B. Balaji

- Dr. S. Karthikeyan

- Dr. Divya R. Panjwani

- **Editors**

CONTENTS

Sr. No	Title and Author	Page No.
1.	Coping Mechanisms and Adaptation Strategies of Entrepreneurs in Economic Uncertainty Dr. P. Anbuoli	1
2.	Fun Classroom Management Strategies: Need of Hour Dr. Smita Srivastava	7
3.	An Analytical Study on Artificial Intelligence and Mental Health J. Sahaya Roselin	10
4.	To study the importance of Gain characteristics in Quantum well region using Type I and Type II nano heterostructures Ayan Mustafa Khan	16
5.	Cloud Security in Healthcare: Compliance and Data Protection Challenges Kashif Asad	21
6.	A Need of Integrating Cyber Security Curriculum in the Indian Education System Uzma Husain Jaisi	27
7.	Faculty Exit from Academia - A Review Apekshita Solomon	33
8.	Influence of Teacher-Student Relationships on Academic achievements: A Review Study Afreen Fatima	38
9.	Mindfulness-Based Programs, Reducing Stress & Academic Performance: A Review Study Dev Verma	44
10.	Psychological Implications of Increased Screen Time Shimaila Rizvi	50
11.	Enhancing Science Education through Multisensory Learning: A Review Study Asfia Athar	53
12.	A study of social values in secondary school students: A review study Rushda Mirza	57
13.	Academic anxiety and mental health among students: A review study Sabira Khanam	60
14.	Conspiracy of Silence against Women: A Study of <i>Behind the Veil</i> Dr. Fatima Sahrish	62
15.	Up-skilling and Re-skilling of teachers: A Review Study Shyamili Singh	66
16.	A Study of Achievement Motivation among Secondary School of Lucknow Sana Firdous	70
17.	A Study of High School Students to Teach History Subject with the help of Multimedia Anamika Chand	72
18.	Need of the hour: Involving Brain Breaks in classroom teaching Neeta Bawankule	75

19.	Inner Technology: Need of The Hour for Secondary School Students: A Review Study Prensha Devi	79
20.	Adaptive Learning: How Technology is Shaping the Future of education Arisha Mahmood	84
21.	A parallel CNN approach to detect brain tumors in fMRI images Roshan Jahan	87
22.	Developing a personal Philosophy of Education Zaid Imran	92
23.	Comparative Study of Scientific Logic and Religious Logic among Adolescents Rinki Saroj	95
24.	Relevance of Teaching Social Science at School Level Saba Parveen	98
25.	Deciphering Connections: Exploring the Role of Advanced Glycation End Products in the Pathogenesis of Diabetes Zeeshan Rafi Saheem Ahmad	103
26.	Analysing the Trade Direction and Commodity Composition of IBSA Nations Dr. Shujaiddin Khan	108
27.	Analysis on Parentel Involvement on Their Children Academi P. Anbarasan Dr. P. Priyadarsini	116
28.	An Approach to Detect the Land Cover Change Using Histogram Based Thresholding for Landsat-8 OLI Images Harish Chandra Verma Tasneem Ahmed	119
29.	A study of the Role of Mindfulness in Enhancing Academic Performance Azka Fatima Dr. Sadia Shakeel	127
30.	Predicting Student Feedback on Teaching Processes with Machine Learning Classifiers: A Systematic Approach Helaria Maria Dr. R. Subhashni	130
31.	Maximizing Efficiency and Sustainability in Concrete Building Frames through Multi-Objective Simulated Annealing Tabish Izhar Dr. Syed Aqeel Ahmad	136
32.	From nature to drug discovery: The Indole scaffold as a 'privileged structure'for breast cancer Dr. Mohammad Imran Ahmad Dr. Tahmeena Khan	143
33.	A Comprehensive Study on Just-In Time Systems Dr. V.P. RameshKumaar V. Sri Jothika K. Aishwarya	150

34.	Narrative Accounts of Strategies Exciting Entrepreneurial Innovation Dr. Anuja Sehgal Dr. Neelam Saxena Dr. Yagbala Kapil	154
35.	The Impact of Negative Word of Mouth on Customer Retention: A Brand Portfolio Perspective Monu Dihingia Dr. R. S. Rai Dr. Jonardan Koner	168
36.	Customer Perception Towards Purchase of Gold Among Middle Income Investors in Bangalore Lakshmi Eshwar Dr. G. Selvalakshmi	178
37.	The use of Formative and Summative Assessment in Classroom Tasneem Fatimah	189
38.	Enhancing Road Safety: A Survey of Cost-Effective Machine Learning-Based Collision Prediction & Detection Methods Nahin Nadeem Dr. Shailendra Kumar	192
39.	A Comparative Study of Esther and Ruth in Bible: A Feminist Perspective G. Chella Grace	202
40.	A Study of Women Education in India: A Modern Perspective G. Shakila	209
41.	Impact of Technological Advancement on Job Satisfaction of Prospective Academic Intrapreneurs in Higher Educational Institutions Rajani Mariam K Korah Dr. Subhasree Kar	218
42.	Impact of Hybrid Workforce Strategies: GenZ vs Millennials Rajani H Pillai Jyotsana Choudhary	225
43.	A Study of the Exploration themes of Isolation and Beauty in Snow Country by Kawabata Yasunari: A Spiritual Perspective R. Nandini	230
44.	A Study of the Psychoanalytic theory in the Character of Job in the Bible: A Spiritual Perspective K. Priyanka	238
45.	A Study of Eco-Sabotage in The Death of Nature by Carolyn Merchant: An Ethical Perspective M. Jagadeeswari	246
46.	Applications of Explainable AI for Healthcare 5.0: A Survey Muskan Khan Dr. Shailendra Kumar	252
47.	Mechanization of Manual Scavenging: A Path towards Dignity and Efficiency Warisha Fatima Dr. Shailendra Kumar	260
48.	Multicultural Education: A Review Study Prabhakar Verma	266

49.	A Study on Impact of Leadership Style on Employee Retention in a Hybrid Model Rajani H. Pillai Nooren Fatima	270
50.	Impact of Big Data Analytics in Healthcare Dr. Mohd. Suhaib Kidwai	276
51.	A Comparative Study of Multidimensional Poverty between EAG and Non-EAG States of India Dr. Rashmi Shukla	281
52.	Implications and Challenges of Incorporating Emotional Intelligence in Personnel Hiring Nida Iqbal Dr. Yasir Arafat Elahi	287
53.	A study on Problem faced by Higher Education students in Tamil-Nadu Dr. S. Saranya	293
54.	Contextual marketing and its effects on Bangalore city's online customer purchasing behavior for organic food products Monica Janet Clifford	300
55.	An Analytical Study about Teachers' Professionalism and Teachers as Professionals Wahida Rais Dr. Vivek Rogers	308
56.	High Gain Low power (Non-Isolated) DC-DC Converter Review Mohammed Asim Anas Ahmad	312
57.	Social Hierarchy in Buchi Emecheta's the Joys of Motherhood and P. Sivakami's the taming of women Athira S Kumar	319
58.	Assessment of cumulative effect of modified atmosphere packaging, packaging material and chemical treatments on post-harvest life of button mushroom (Agaricus bisporus) Dr. Pallavi Srivastava	324
59.	Synthesis of opposites in Bhabani Bhattacharya's Music for mohini Deepshikha Upadhyay	328
60.	Portrayal of the Predicament of Individual and Society in so many hungers! of Bhabani Bhattacharya Dr. Puneet Kumar Upadhyay	330
61.	A Study on Human Capital Development on Firm Performance Dr. R. Alagesan	332
62.	Portrayal of Class Struggle, Poverty in Aravind Adiga's The White Tiger Through The Lens of Class Consciousness Mamta Chaudhary	334
63.	Application of Artificial Intelligence in Education: Advantages and Disadvantages Shabana Tasnim	336
64.	Learning, Unlearning and Relearning: A dynamic process of knowledge management under different development stages Dr. Divya R. Panjwani	341

65.	Role of Government Officials and Politicians in the Development of a Nation Dr. S. Saravanakumar Dr. M. L. Gnanadasan	347
66.	Role of Personal Affluence of Individuals towards Selection of Housing Apartments to Invest Dr. S. Saravanakumar	352

Implications and Challenges of Incorporating Emotional Intelligence in Personnel Hiring

Nida Iqbal

Research Scholar, Department of Commerce and Business Management, Integral University,
Lucknow, Uttar Pradesh, India.

Dr. Yasir Arafat Elahi

Assistant Professor, Department of Commerce and Business Management, Integral University,
Lucknow, Uttar Pradesh, India.

ABSTRACT

Purpose: This review aims at emphasizing why emotional intelligence should be used as the consideration in hiring strategies of organization. This review paper aims at providing a theoretical platform for relevance of emotional intelligence in personnel hiring in organization. Emotional competencies must be considered as an important component of an ideal profile of important positions of the organization.

Methodology: An analytical review is conducted with the objective of answering questions of H.R manager regarding emotional intelligence with reference to personnel hiring and benefit of having emotionally intelligent employees.

Results: Emotional intelligence is relevant in hiring process. Hiring manager must be certain about the fact that emotional intelligence is required skill for job then it must be considered at the time of hiring decisions. A blend of the right kind of emotional intelligence questionnaire and verbal questioning should be used as a candidate may try to pretend to be highly emotionally intelligent.

Conclusion: Emotional intelligence has established its relevance in an organization by demonstrating that how it affects an employee's performance, productivity, and organizational goals. It must be included in hiring policies of organizations for jobs that require technical skills and emotional skills as well. Future research should be conducted with regards to the development of emotional intelligence scale focusing on an emotional requirement of specific job.

Keywords: Emotional intelligence, hiring managers, job performance, personnel hiring and selection.

1. INTRODUCTION

Concept of emotions at workplace has gained enormous amount of interest at recent times. Studies shows that employees who are emotionally intelligent and can balance their work life can provide their organization with competitive advantage in the market. Nowadays emotional intelligence is associated with every aspect of workplace performance. Emotional intelligence has created an immense importance at the workplace, so this topic has initiated considerable research in workplace academia. With the help of self-management tools and management training program, an emotionally intelligent organization can be built (Desti et al.,2015). Emotional intelligence is an important driver to accomplish corporate performance even more than monetary rewards (Liberty &Kida, 2017). In this competitive work environment, emotional intelligence has become an occupational requisite for employees (Sinha, 2016). The selection procedure of organizations must be restructured so as to assure that adequate weightage is given to emotional intelligence through administering an emotional intelligence test while hiring personal as it is established that there is a direct relationship between emotional intelligence and job performance (Davar & Singh, 2014). IQ is an important skill to be looked in any candidate, but so is their ability to manage and handle the relationship around them (Goleman, 1998). Employees with higher emotional intelligence not only have increased productivity but they also create healthy work environment where they as well as others can deal with their personal and corporate world adversity. The nature of relationship found between emotional intelligence and adversity quotient was positive (Singh & Sharma, 2018). While hiring senior executive, if they have a moderate level of IQ but have a combination of high emotional intelligence and relevant work experience, they must be selected as there are more chances of them to succeed in their professional space. Emotional intelligence competencies are key factors that must be considered while hiring senior executive (Cherniss & Goleman, 2001). Behavioral event interviewing is a technique used to gauge emotional intelligent of candidate, which will provide a better understanding about their ability to handle emotions within oneself, emotions of others and manage stress full situations at the time of recruitment (Barcelos, 2019). Roadblocks in the course of performance of work and job duties results from the inability of individuals to develop his /her emotional intelligence (Kapur, 2018). Higher emotional intelligence results in higher job performance, higher job



Dr. Arceloni Neusa Volpato is Doctor and Masters in Psycholinguistics from UFSC, and graduated in Language Sciences from UFSC. Her interests are technology-oriented education, language acquisition, and learnings. At Unifacvest University Center, she coordinates the Transcultural Practices Masters and is Head of Foreign Affairs Office. She is President of the Latin American Association for Science, Technology and Innovation; Member of the Executive Council at FAI (India); Vice-President at Brazilian GEL and CWSIR chief ambassador for Latin America; as well as Advisor at Brazilian Ministry of Education (MEC), Santa Catarina State Research Foundation (FAPESC) and Pernambuco State Research Foundation (FAPESE). She has been bestowed many awards and takes part in scientific committees apropos academic journals (Abralin, Holos (Brazil), SAYOD, JAPSS, JOHMAL (Turkey) and academic events. Dr. Volpato is an invited speaker at several programs and is also a promoter of diverse events. She has published books, chapters and papers in Brazil and abroad.

Dr. B. Balaji, is an acclaimed academician, global trainer and edupreneur. His expertise spans both corporate and academia backed by scholastic achievements. He graduated in Electronics and Communication Engineering; Masters in Business Administration as well as Corporate Secretaryship; Doctoral of Philosophy; and PG Diploma in Training and Development. He was awarded Gold Medal in the M.B.A. Program as well as All India First Rank and 2 Gold Medals in PG Dip. T & D. He is also certified by UGC via the NET exam. He is the recipient of several International and National Honours, has published 80 reputed ISSN papers and 4 patents. 14 research scholars have been awarded Ph.D. under his guidance. He is the Founder and CEO of SPECIAL MINDS. His expertise spans Human Resources Management and Development, Marketing, Training and Development, Research, edupreneurship, Soft Skills, and Services.

Dr. S. Karthikeyan, M.B.A., M.Phil., Ph.D., is a versatile telecom professional with 15 years of industry experience currently working as Senior Manager in leading IT/ITES organization in Chennai. Graduated in Business Analytics from IIM Trichy. He also delivers Guest Lectures at various B-Schools. He has published 10 research papers in referred International and National Journals. He has co-authored a book on “Service Quality of Management Education Institution”. Selected for “Performance Excellence Award” at 3rd International Academic and Research Excellence Award (IARE) 2021. He is a Member of All India Management Association (AIMA), lifetime member of the International Association of Commerce and Management (IACM) and Certified EUMMAS trainer (European Marketing and Management Association).

Dr. Divya R. Panjwani is Assistant Professor in Department of Education, Integral University, Lucknow. Her educational repertoire includes B.Ed., M.Ed., M.Com., M.B.A., M.A. (Sociology), MA (Economics) and Ph.D. (Educational Psychology). She has 10 Research Papers in National and International Journal, 4 Chapter in Edited Book and Five Edited books. She has convened FDPs, Conferences and workshops and is Subject Matter Expert for Life Skills and Work at TCS. She has published Academic Buoyancy Scale and One Indian Patent. Unifacvest Brazil awarded her for Best Doctoral Thesis. Her expertise spans ICT, Positive Psychology, Statistical Analysis, Research, Teaching Methodologies, Commerce and Accountancy, Career Counselling to Students.



INR 700 / BRL 42

Jupiter Publications Consortium
<http://jpc.in.net>

