

INFLUENCE OF EMOTIONAL INTELLIGENCE ON BUSINESS SUSTAINABILITY OF ENTREPRENEURS : A STUDY WITH SPECIAL REFERENCE TO SELECT ENTREPRENEURS IN CHENNAI

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ABSTRACT

Business sustainability is a goal for most enterprises. Sustainability can apply across all levels and functional areas of a business. It is a balancing act where business decisions are taken into account and the impact they may have on sustainability. The most successful entrepreneurs are identified by their sustainability in the Business. The Business sustainability of an Entrepreneur mainly depends on identifying new opportunities that others can't see. This will be possible if the entrepreneur is creative and ability to manage his own emotions with regard to the crucial situation that he faces in the business. The flourishing entrepreneur knows that Emotional state dictates the success he creates. His mindful understanding of emotional psychology elevates him to the next level of brilliant business success and mindset have mostly been related to cognitive activities such as environmental scanning, pattern recognition, coping with uncertainty and decision-making. While there is considerable evidence documenting the effects of Emotional Intelligence on leadership performance, job performance in large firms, and educational performance, very little research has examined how Emotional Intelligence influences Entrepreneurial Business Sustainability and the variables that account for this relationship. The primary purpose of this study is to investigate the influence of elements of emotional intelligence of Entrepreneurs (Intra Personal, Motivation and Social Skills) in the context of their Business Sustainability. The results showed that among three elements of Emotional Intelligence, Social Skill is very much important and occupies primary position for their Business Sustainability followed by Motivation and Intrapersonal Ability.

Keywords : Emotional Intelligence, Entrepreneurs, Business Sustainability.

INTRODUCTION

Entrepreneurship, the image that appears in most people's minds is that of people starting their own businesses. Entrepreneurship is nothing more than the power to make things happen. According to this concept, an entrepreneur is anyone capable of generating results in any area of human activity. Sustainability implies solidarity, a strong sense of the collective, and the most elevated notion of ethics, the search for the common good.

Successful entrepreneurial activity with long sustainability is important for a healthy economy and can be a major source of job creation. To become a successful entrepreneur, a diverse set of skills are

required. Emotional Intelligence forms that foundation. Individuals in entrepreneurial occupations face business situations that necessitate unique skills and abilities in social interactions. Emotional intelligence has implications for entrepreneurial situations and social interactions such as negotiation, obtaining and organizing resources, identifying and exploiting opportunities, managing stress, obtaining and maintaining customers, and providing leadership.

Sustainability has as its base a way of living that is capable of guaranteeing a continuity of life for all. Sustainability implies solidarity, a strong sense of the collective, and the most elevated notion of

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ethics: the search for the common good. The concept of an entrepreneurial mindset has been used to bridge the two domains of discovery and creative entrepreneurial process. According to McGrath and Macmillan (2000), the entrepreneurial mindset includes passionately seeking new opportunities, pursuing opportunities with enormous discipline, a focus on execution, and the ability to engage the energies of others toward a goal.

While the concept of entrepreneurship has been around for quite some time, researchers continue to explore the factors that underlie entrepreneurial performance. Specifically, researchers have sought to further examine why some entrepreneurial ventures are more have sustainability in their business than others. In this regard, the concept of emotional intelligence (EI) has gained the attention of researchers. The main purpose of this study is to investigate the influence of emotional intelligence in the context of entrepreneurship sustainability.

Accumulating evidence suggests that Emotional Intelligence can also contribute to the Business sustainability of Entrepreneurs. In keeping with the entrepreneurial state of mind perspective, we suggest that emotional intelligence may also add value towards Business sustainability of entrepreneurs. With this, the following objectives are framed for the research.

OBJECTIVES

1. To study the Socio-Economic Profile of select Entrepreneurs in Chennai City.
2. To identify the impact of Demographic Variable of Entrepreneurs on Elements of Emotional Intelligence and Business Sustainability.
3. To discover the relationship between Emotional Intelligence of Entrepreneurs and Business Sustainability.
4. To ascertain the level of Association between Emotional Intelligence of Entrepreneurs and Business Sustainability.
5. To analyze the most influencing element of Emotional Intelligence for Business Sustainability.

RESEARCH DESIGN

Entrepreneurs in Chennai are the target group of this study. Our intention is to investigate and prove the existence of a positive impact of Elements of Emotional Intelligence and Business Sustainability of Entrepreneurs. The Entrepreneurs both male and female were interviewed in order to

determine the dominant factors of Emotional Intelligence to attain business sustainability.

In this survey both interview and questionnaire were used. The questionnaire had three sections which included demographic information of Entrepreneurs, 6 variables under each element of emotional intelligence and 10 variables of Business sustainability. Likert five-option scale was applied for questions related to emotional intelligence and Business Sustainability.

Both Primary and Secondary data were used for the research. Convenient sampling technique was used to collect the primary data. A total of 202 questionnaires were distributed to the Entrepreneurs. 197 questionnaires were returned by them. Out of 197 filled in questionnaire, 15 questionnaires were rejected due to incomplete and insufficient information and a final sample of 182 respondents' questionnaire were taken for the study. A secondary data from existing books, journals, magazines and websites were used.

ANALYSIS

SPSS 17.0 was used to analyze the data. Various statistical tools like Frequency Analysis, Chi-Square KMO Barklert's Test, One way Anova, Regression and Correlation were used to find out the results for the said objectives.

KMO test Result shows and confirms that the sample taken for the study is adequate and to proceed for further research. Frequency analysis was used to know the Entrepreneurs demographic profile. One Way Anova was used to find out the relationship between demographic variable and Elements of Emotional Intelligence. Chi-square Test was carried out to find out the association between Emotional Intelligence and Business Sustainability. Regression Analysis is used to test the relationship between elements of Emotional Intelligence and Business Sustainability of Entrepreneurs. The influencing factors among three elements of Emotional Intelligence were computed using Correlation Analysis.

Table 1 - Frequency table for Age

Age	Frequency	Valid Percent
Less than 25 Years	34	18.7
26-30 Years	44	24.2
31-36	67	36.8
More than 36 years	37	20.3
Total	182	100.0

From the above table, it can be inferred that the entrepreneurs are found more in numbers under the age category 31-16 years (36.8%) followed by the entrepreneurs in the age group 26-30 years (24.2%). Entrepreneurs falling under the age group More than 37 years (20.3%) and Less than 25 years (18.7) are found moderately equal in numbers as per the sample collected.

Table 2 - Frequency table for Gender

Gender	Frequency	Valid Percent
Male	112	61.53
Female	70	38.47
Total	182	100.0

The above table clearly tells us that, as per the sample collected, the male entrepreneurs are found more in numbers with 61.53% of the total sample size compared to female entrepreneurs with 38.47%.

Table 3 - Frequency table for Educational Qualification

Educational Qualification	Frequency	Valid Percent
Diploma Holders	46	25.3
Under Graduate	64	35.2
Post Graduate	68	37.4
Professional	4	2.2
Total	182	100.0

From the above table, it can be noticed that the

entrepreneurs with Post Graduate qualification are found more with 37.4% followed by Under Graduate qualification with 35.2% and Diploma Holders with 25.3%. The Entrepreneurs with Professional Qualifications are found very less in number as per the sample collected for the study.

Table 4 - Frequency for Marital Status

Marital Status	Frequency	Valid Percent
Married	147	80.8
Unmarried	35	19.2
Total	182	100.0

From the above table it is clear that the married entrepreneurs are found more (80.8%) and unmarried entrepreneurs are found less (19.2%) as per the sample collected.

Table 5 Frequency for Nature of Business of Entrepreneurs

Nature of Business	Frequency	Valid Percent
Manufacturing Industry	45	24.72
Service Industry	137	75.28
Total	182	100.0

The above table indicates that the entrepreneurs are found more in Service Industry with highest frequency of 75.28% and less number of entrepreneurs existing in Manufacturing Industry with 24.72%.

Table 6 - Anova for Educational Qualification

Variable		Sum of Squares	Df	Mean Square	F	Sig.
Intra Personal Ability	Between Groups	1.199	3	.400	2.835	.040
	Within Groups	25.095	178	.141		
	Total	26.295	181			
Motivation	Between Groups	.845	3	.282	2.502	.061
	Within Groups	20.038	178	.113		
	Total	20.883	181			
Social Skill	Between Groups	.728	3	.243	1.509	.214
	Within Groups	28.607	178	.161		
	Total	29.335	181			

From the above ANOVA table, it can be noticed that, Elements of Emotional Intelligence Intrapersonal Ability ($F=2.835$ and Significant value is 0.040 which is less than 0.05) differ significant with regard to Educational Qualification. @ 5% level.

Hence, it can be said educational Qualification has an impact on the Intrapersonal Ability of an Entrepreneur towards achieving Business Sustainability. The mean wise comparison is given in the next table.

Table 7 Descriptive Analysis for Educational Qualification

Variable	Educational Qualification	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min.	Max.
						Lower Bound	Upper Bound		
Intra Personal Ability	Dip	46	3.99	.395	.058	3.87	4.11	2	4
	UG	64	3.85	.418	.052	3.74	3.95	3	4
	PG	68	3.90	.271	.033	3.83	3.96	3	4
	Prof.	4	3.50	.841	.420	2.16	4.84	3	4
	Total	182	3.89	.381	.028	3.84	3.95	2	4
Motivation	Dip	46	4.00	.348	.051	3.90	4.10	3	5
	UG	64	4.02	.324	.040	3.94	4.11	3	4
	PG	68	4.11	.341	.041	4.02	4.19	3	5
	Prof.	4	3.70	.258	.129	3.29	4.11	3	4
	Total	182	4.04	.340	.025	3.99	4.09	3	5
Social Skill	Dip	46	4.06	.452	.067	3.93	4.20	3	5
	UG	64	4.07	.337	.042	3.98	4.15	2	5
	PG	68	4.12	.391	.047	4.03	4.22	3	5
	Prof.	4	3.70	.825	.412	2.39	5.01	3	4
	Total	182	4.08	.403	.030	4.02	4.14	2	5

It is found that entrepreneurs with Diploma qualification have higher intrapersonal ability towards attaining business sustainability (mean 3.99) when compared to entrepreneurs with Professional Qualification (3.50) who are moderately have intrapersonal ability towards attaining business sustainability.

Entrepreneurs who hold Post Graduation qualification have Motivation towards reaching Business sustainability with clear-cut goals (4.11) when compared to Entrepreneurs with Professional

Qualification having moderate Motivation (3.70) in attaining Business Sustainability.

It can be seen that the Entrepreneurs having Post Graduation are having more Social Skill to achieve Business Sustainability (4.12) when compared to Entrepreneurs with Professional Qualification having moderate Social Skill (3.70) in obtaining Business Sustainability.

On the whole, the Educational Qualification has an impact on Elements of Emotional Intelligence of Entrepreneurs in attaining Business Sustainability.

Table 8 Anova for Age

Variable		Sum of Squares	Df	Mean Square	F	Sig.
Intrapersonal Ability	Between Groups	1.173	3	.391	2.771	.043
	Within Groups	25.121	178	.141		
	Total	26.295	181			
Motivation	Between Groups	.269	3	.090	.775	.509
	Within Groups	20.613	178	.116		
	Total	20.883	181			
Social Skill	Between Groups	.241	3	.080	.492	.689
	Within Groups	29.094	178	.163		
	Total	29.335	181			
Business Sustainability	Between Groups	3.934	3	1.311	5.511	.001
	Within Groups	42.352	178	.238		
	Total	46.285	181			

From the above ANOVA table, it can be noticed that, Elements of Emotional Intelligence Intrapersonal Ability (F=2.771 and Significant value is 0.043 which is less than 0.05) and Business Sustainability (5.511 and Significant value is 0.001

which is less than 0.05) differ significant with regard to Age @ 5% level. Hence, it can be concluded that age has an impact on the Intrapersonal Ability and Business Sustainability of an Entrepreneurs. The mean wise comparison is given in the next table.

Table 9 Descriptive Analysis for Age

Variable	Age (Yrs.)	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min.	Max.
						Lower Bound	Upper Bound		
Intrapersonal Ability	<25	34	3.92	.288	.049	3.82	4.02	3	4
	26-30	44	3.75	.486	.073	3.61	3.90	2	4
	31-36	67	3.96	.311	.038	3.88	4.03	3	4
	>36	37	3.93	.403	.066	3.80	4.06	3	4
	Total	182	3.89	.381	.028	3.84	3.95	2	4
Motivation	<25	34	3.98	.529	.091	3.80	4.17	3	5
	26-30	44	4.08	.290	.044	3.99	4.17	3	4
	31-36	67	4.02	.232	.028	3.97	4.08	3	4
	>36	37	4.08	.341	.056	3.97	4.19	3	5
	Total	182	4.04	.340	.025	3.99	4.09	3	5

Social Skill	<25	34	4.05	.403	.069	3.91	4.19	3	5
	26-30	44	4.14	.428	.064	4.01	4.27	2	5
	31-36	67	4.06	.370	.045	3.97	4.15	3	5
	>36	37	4.06	.435	.071	3.92	4.21	3	5
	Total	182	4.08	.403	.030	4.02	4.14	2	5
Business Sustainability	<25	34	3.56	.488	.084	3.39	3.73	3	4
	26-30	44	3.96	.533	.080	3.80	4.12	1	5
	31-36	67	3.93	.453	.055	3.81	4.04	2	4
	>36	37	3.79	.493	.081	3.62	3.95	2	4
	Total	182	3.84	.506	.037	3.76	3.91	1	5

It is found that the entrepreneurs under the age group 31-36 years have higher intrapersonal ability towards obtaining business sustainability (mean 3.96) when compared to entrepreneurs in the age group 26-30 years (3.75) who are moderately have intrapersonal ability towards attaining business sustainability

Entrepreneurs under the age group >36 years and 21-26 years have comparatively equal Motivation towards reaching Business sustainability with clear-cut goals (4.08) when compared to Entrepreneurs under the age group <25 years who have moderate Motivation (3.98) in attaining Business Sustainability.

It can be seen that the Entrepreneurs falling

under the age category 26-30 years are having more Social Skill to reach Business Sustainability (4.14) when compared to Entrepreneurs under the age group <25 years have moderate Social Skill (4.05) in obtaining Business Sustainability.

Entrepreneurs under the age group 26-30 years are more business sustainability (3.96) when compared to the Entrepreneurs under the age category <25 years who have moderate business sustainability (3.56) in the field.

On the whole, the Educational Qualification has an impact on Elements of Emotional Intelligence of Entrepreneurs in attaining Business Sustainability.

Table 10 KMO Test for Sample Adequacy

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.638
Bartlett's Test of Sphericity	Approx. Chi-Square	461.668
	Df	31
	Sig.	0.000

From the above table, it is found that KMO measures of sampling adequacy is 0.638 and the Bartlett's test of sphericity with chi-square value 461.668 is statistically significant. Since the sphericity value is sharp and significant, it can be noted that

the factors definitely explain all the aspects of emotional intelligence and business sustainability. This implies that the variables attributed to Emotional Intelligence and Business sustainability are adequate to carry out further research.

Table 11 - Chi-Square Test for Association between Elements of Emotional Intelligence and Business Sustainability of Entrepreneurs

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	337.234 ^a	12	.000
Likelihood Ratio	27.646	12	.006
N of Valid Cases	182		

H_0 : There is no association between Elements of Emotional Intelligence and Business Sustainability of Entrepreneurs.

H_1 : There is an association between Elements of Emotional Intelligence and Business Sustainability of Entrepreneurs

It can be noted from the above table for Chi-

Square Test that the Sig. Value is 0.000 which is less than 0.05 at 95% confidence level. Hence, Null Hypothesis (H_0) is rejected and H_1 is accepted. Thus it is evident from the analysis that there is an association between Elements of Emotional Intelligence and Business Sustainability of Entrepreneurs

Table 12 - Model Summary Table for Relationship between Elements of Emotional Intelligence and Business Sustainability of Entrepreneurs

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754 ^a	.634	.293	.425

It can be noted that the R2 value indicates that 63.4% of total variance with regard to Entrepreneurs' Business Sustainability is explained by the Elements of Emotional Intelligence. The relationship between Dependent and Independent

variables are statistically significant and are having a high degree of positive correlation with each other. Hence it can be understood that more than 50% of Business Sustainability of Entrepreneurs is depending upon the Emotional Intelligence of an Entrepreneur.

Table 13 - Anova Table

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	13.761	1	13.761	76.158	.000
Residual	32.524	180	.181		
Total	46.285	181			

The ANOVA table indicates the regression is statistically significant at 5% as the F value is 76.158 and $p < .0000$ which is less than 0.05. The F-

test tests the $H_0 : \beta_1 = 0$ vs $H_1 : \beta \neq 0$. Clearly there is strong evidence against H_0 and hence Null hypothesis is rejected.

Table 14 - Co-Efficient Table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.148	.454		-.326	.745
Intrapersonal Ability	.439	.105	.295	4.163	.000
Motivation	.317	.092	.239	3.436	.001
Social Skill	.240	.086	.191	2.805	.006

H₀: Elements of Emotional Intelligence do not influence the Business Sustainability

H₁: Elements of Emotional Intelligence influence the Business Sustainability

The above table clearly indicates that the p-value for Intrapersonal Ability is 0.000, Motivation

is 0.001 and for Social Skill 0.006 which is less than 0.05 and therefore we have strong evidence against H₀ and hence it is rejected. It can be said that the Elements of Emotional Intelligence strongly influence Business Sustainability of Entrepreneurs at 95% Confidence Interval.

Table 15 Correlation table for Elements of Emotional Intelligence to sustainability

Variable		Intra Personal Ability	Motivation	Social Skill	Business Sustainability
Intra Personal Ability	Pearson Correlation	1	.303**	.355**	.368**
	Sig. (2-tailed)		.000	.000	.000
	N	182	182	182	182
Motivation	Pearson Correlation	.303**	1	.400**	.414**
	Sig. (2-tailed)	.000		.000	.000
	N	182	182	182	182
Social Skills	Pearson Correlation	.355**	.400**	1	.458**
	Sig. (2-tailed)	.000	.000		.000
	N	182	182	182	182
Business Sustainability	Pearson Correlation	.368**	.414**	.458**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	182	182	182	182

The above correlation table clearly indicates that the Social skill with highest mean score 0.458** which is one of the major element of Emotional Intelligence plays a vital role for entrepreneurs Business Sustainability followed by Motivation with a mean value 0.414** and Intrapersonal Ability with 0.368** respectively.

MAJOR FINDINGS OF THE STUDY

Our intention was to investigate and prove the existence of a positive impact of Emotional Intelligence on Business Sustainability of Entrepreneurs. Although researchers often imply this positive effect of emotional intelligence on business sustainability of entrepreneurs, the researches that empirically prove the existing link are very rare. For this research, a new survey was developed and tested, and it proves to be a successful and justified new measure of emotional intelligence

on business sustainability.

For Objective 1

- The Age factor plays a major role in Business sustainability of Entrepreneurs. Young, energetic and enthusiastic entrepreneurs are found more in numbers under the age category 31-16 years Entrepreneurs falling under the age group. The entrepreneurs falling under the category More than 37 years and Less than 25 years are found moderately equal in numbers as per the sample collected.
- As per the study, male entrepreneurs are overlooked with high numbers than female entrepreneurs and occupy more than 50% of the whole sample size. The reason behind having high number of male entrepreneurs is because of certain in born qualities of male to sustain the market to face rigorous competition, as female

have very limited and restricted sources to face the same due to personal and environmental issues.

- As per the sample collected for the study, Married entrepreneurs are found more in numbers.
- Entrepreneurs with Post Graduate qualification are found more and comparatively found equal to Undergraduate Entrepreneurs.
- Entrepreneurs in Service industry are found huge in numbers compared to Manufacturing Industries.

For Objective 2

- The results also revealed that the entrepreneurs falling under the age group 31-36 years have higher Intrapersonal Ability and the Entrepreneurs in the Age Group 26-30 years have a minimum level towards obtaining business sustainability.
- It is also found that Educational qualification has an impact towards the Elements of Emotional Intelligence as the Entrepreneurs with Diploma qualification have higher intrapersonal ability, the Entrepreneurs who hold Post Graduation qualification have higher level of Motivation and Social Skills to achieve Business Sustainability when compared to the entrepreneurs with Professional qualification who have a lower level of these abilities in attaining the Business sustainability.

For Objective 3

- It is also been proved from the analysis that there is positive association between Emotional Intelligence of Entrepreneurs and Business Sustainability.

For Objective 4

- The relationship between (Independent variable) Elements of Emotional Intelligence and (Dependent variable) Business Sustainability of Entrepreneurs are statistically significant and are having a High Degree of Positive Correlation with each other.
- Elements of Emotional Intelligence of Entrepreneurs influence the Business Sustainability. In other words it, if the increase in the Elements of Emotional Intelligence namely Social Skill, Motivation and Intrapersonal Ability

of Entrepreneurs, will lead to increase their Business sustainability.

For Objective 5

- It is evident from this research, for Business Sustainability, among the three factors of Emotional Intelligence, the Entrepreneurs' Social Skills, being found in the first position, are the most important factor that plays a vital role which gives massive support for their Business Sustainability and has been proved by the Correlation Table. In other words, Social Skills of Entrepreneurs attributed more towards their Business Sustainability.
- Subsequently, Motivation of Entrepreneurs plays a central part, found in the succeeding place that makes possible to have a long-run Business and leads to Business Sustainability. It can be defined in other way as the enthusiasm in doing the business can help the entrepreneurs to do the business for a long time. Finally, the entrepreneur's Intra-personal ability are found moderately less and sited at the last influencing factors for business sustainability.

RESEARCH CONTRIBUTION

This study contributes to the literature on the importance the influence of Emotional Intelligence of entrepreneurs for their Business Sustainability. Previous researches have focused mainly on environmental and financial dimension of entrepreneurs for their business sustainability whereas this particular study is a holistic understanding of the behavioral aspects of entrepreneurs and their role, in particular, their emotional intelligence for their business sustainability.

CONCLUSION

Sustainability has to be a part of the vision and mission of the business and has to be carried out by management. The entrepreneurs should realize that the way to sustainability is a process that never ends. They need to be alert and proactive. The vision and mission will have to be revised regularly. Goals will have to be adjusted or new goals are added according to the current state of requirements. Sustainable performance indicators are a good way to flesh out the policy and make it easier to set concrete and realistic goals. The world around us is constantly changing and therefore new opportunities arise which

helps to create innovative technique to take meaningful and accurate decisions to do things right.

On one hand, the level of knowledge that business advisers have about ecological issues, and their willingness to discuss this with their clients, is also important in creating sustainable business enterprise. In particular, there is a need to focus on business advisers that come into contact with entrepreneurs as many entrepreneurs are not fully aware of the potential market opportunities that might exist for environmentally friendly businesses. Therefore, it is necessary to draw their attention to successful best-practice examples in their respective industries. The willingness to follow successful examples might be more promising with start-ups than with established business enterprises.

On the other hand, the attitudes of Entrepreneurs are influenced by their personal values and thinking, thus the sustainable business practices are resulting from their personal business philosophy. This might remind a more holistic perceptive of sustainability and its underlying values. The attitude of entrepreneurs was important for the successful and sustainability. The Business sustainability is related to the state of mind of Entrepreneurs in the transactions they carry out in their Business. It is evident from the study that the Entrepreneurs with more social skills, motivation and intrapersonal abilities are able to withstand in the Market. Having high social skills result from having more emotional intelligence. The most successful are masters of the art of leadership and teambuilding. They understand how to manage themselves and their own emotions, as well as how to manage the delicate balance of relationships with others.

The best of the best appear to possess a multitude of skills needed to navigate the chaos of Entrepreneurs. They have the innate ability to observe, react, coordinate and manage the many moving pieces required to build a successful business, Thus, Emotional Intelligence was related to the long-term perspective and need to be taken into account. Hence, in order to have a long and successful business, components of Emotional Intelligence need to be developed, managed, integrated and trained into entrepreneurial practice.

LIMITATIONS AND FUTURE SCOPE

The major limitation of this study is associated with the scope of empirical research, which is limited

to Chennai City only. The research is constrained by the sample size and a particularly with regard to entrepreneurs only. Further research could be conducted in other areas, and other sector people to get more comparable results. The survey could be repeated to compare the results and to check the improvement. Besides that the same investigation could be performed in other countries to compare the results and to check how emotional intelligence is helpful in attaining business sustainability.

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