THE PEARSON'S CORRELATION CO-EFFICIENT OF EMOTIONAL INTELLIGENCE FACTORS AND ACCEPTANCE TO TECHNOLOGY IMPLEMENTATION LEVEL: A STUDY ON EMPLOYEES OF PRIMARY AGRICULTURAL CO-OPERATIVE CREDIT SOCIETIES IN IDUKKI DISTRICT

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Abstract

This research article is an extract of Ph.D. thesis research work. The present paper analyses the Pearson's correlation co-efficient of emotional intelligence factors and acceptance to technology implementation level among the employees of primary agricultural co-operative credit societies in Idukki District. The study concluded that multiple regression analysis indicated independent variables, namely; self-awareness factor , social awareness factor, self-regulation factor, and social skills factor were highly significant in supplementing the level of acceptance to technology implementation among the bank employees in the study area.

Key words: Pearson's correlation, emotional intelligence factors and acceptance to technology implementation level, Idukki District

1. INTRODUCTION

Banks are vital financial institutions in an economic system. They are the predominant source of credit. Banks offer more important sources of short-term working capital for commercial enterprises and are more and more active in current years in making long-term commercial enterprise loans for plants and equipment. Banks have been under tremendous pressure to carry out numerous objectives while preserving government regulations, bank policies, loans, investments, and providing services to customers in recent times. The Commercial Bank is certainly a commercial enterprise organized to maximize the value of shareholder's wealth

invested within the Bank at an acceptable level of risk. The aggressive pursuit of such a goal calls for an organization to constantly search for new opportunities, sales increase, greater efficiency, and effective planning and control. Therefore, banks, like other forms in the economy, are out to operate at a profit.

2. STATEMENT OF THE PROBLEM

The demanding situations on this millennium for the banking sector are enormous. The technology and banking sector reforms collectively are lifting the competitive intensity of the banking business. The Indian banking system is in the midst of a technological revolution, which has an effect in 3 ways: Firstly, by providing efficient and effective delivery channels. Secondly, its miles dramatically influence the patron profile, which leads to the third change, which is human resource management. As a service industry, it requires a shift in the mindset of the employees that might have a beneficial impact on customers.

3. JUSTIFICATION OF THE PRESENT STUDY

This study assumes significance due to the subsequent reasons. This study pursuit at figuring out the level of emotional intelligence among the bank employees, which will help to create awareness for further imparting of training. Secondly, the study of the profile (includes personality traits also) of the bank employees with the level of emotional intelligence will always throw light on identifying the type of individuals who normally possess high level emotional intelligence. Thirdly, the study of the relationship among the level of emotional intelligence and their managerial performance will provide more insight into the importance of emotional intelligence amongst the respondents. Thus, an attempt is made by the researcher to pick out the level of emotional intelligence among the employees of the Bank and the numerous determinants of emotional intelligence required for a balanced state of emotion in a demanding, complicated, and ambiguous place of work.

4. OBJECTIVES OF THE STUDY

The objective of study is to study the Pearson's correlation co-efficient of emotional intelligence factors and acceptance to technology implementation level among the employees of primary agricultural co-operative credit societies in Idukki District.

5. DESIGN OF THE STUDY

5.1. Review of Existing Literature

Several authors and researchers have contributed a lot of literature on emotional intelligence and acceptance of technology among employees. The relevant studies were perused to identify issues, problems, ideas that the current research addresses and the specific need for the present study are spelled out.

5.2. Selection of the Study Area

The Idukki District Cooperative Bank (IDCB), the apex bank for the Primary Agricultural Credit Societies (PACS) in Kerala, and the Institute for Development and Research in Banking Technology (IDRBT) Hyderabad jointly implemented the Core Banking System (CBS) in 54 Primary Agricultural credit Societies with 143 branches in Idukki district, Kerala, and having a total number of 725 employees. This project was the

first of its kind in India, where PACS are becoming part of technology up-gradation. Hence, the present research area was selected purposefully for the current research.

5.3. The Sampling Framework

The present study has followed a stratified sampling method: **Stratum I:** Employing the online sample size calculator at a confident level of 95 percent with the population size of 725 employees engaged in 213 branches, the minimum sample size required is 252 samples, **Stratum II:** However, to ensure more accuracy, the researcher circulated the structured questionnaire to 400 employees who were able to reach out employed in 143 branches of Primary Agricultural Credit Societies (PACS) in the Idukki District Kerala, and **Stratum III:** Out of which 318 respondents returned the filled-in structured questionnaire at the rate of 79.5 percent to the researcher. Of which 46 respondents were the Secretaries, 62 respondents were the Branch Managers, 74 respondents were the Accountants, 84 respondents were the Clerks, and 52 were the Cashiers of the Primary Agricultural Credit Societies (PACS) under the Primary Cooperative Credit Societies in the Idukki district, Kerala. Hence, 318 samples consisted of the current research work.

5.4. Sources of Data

The present work is descriptive method research; primary and secondary data were gathered and analyzed to draw inferences and report research results.

5.5. Methods of Data Collection

The study employed a combination of methods, such as field survey using a pre-tested questionnaire schedule adopting the Likert Scale method and discussions with the Primary Agricultural Credit Societies (PACS) employees, meetings with key informants, and review of secondary data sources.

5.6. Primary data

The primary data were gathered from the employees of Primary Agricultural Credit Societies (PACS) employees that come under the Primary Cooperative Credit Societies in Idukki District by contacting them personally and reaching out to them through e-mail, Whatsapp during the period between December 2016 and February 2017 on a whole-time basis. The data were collected by administering a pre-tested questionnaire adopting the Likert Scale method consisting of three sections such as; (i) the socio-demographic characteristics, (ii) emotional intelligence elements of bank employees, and (iii) acceptance of technology implementations variables among the bank employees.

5.7. Secondary data

Besides the primary data, the study also utilized materials and information from various libraries sourced from different institutions, e-books, journals, magazines, and newspapers.

5.8. Data Analysis

The primary data collected regarding the present work adopting the Likert scale method was analyzed employing factor analysis and Pearson's correlation co-efficient using SPSS.

5.9. Reference period

The study covers five financial years between 2015 and 2020.

6. THE PEARSON'S CORRELATION CO-EFFICIENT OF EMOTIONAL INTELLIGENCE FACTORS AND ACCEPTANCE TO TECHNOLOGY IMPLEMENTATION LEVEL

Emotional intelligence is based on the concept of 'Social Intelligence,' which was coined by E.L. Thorndike. Thorndike (1920) described Social Intelligence as the capacity to comprehend and handle men and women, boys and girls – and to act wisely in human interactions. Gardner (1983), following Thorndike, proposed his multiple intelligence theory, which included interpersonal and intrapersonal bits of intelligence that were closely linked to the idea of social intelligence.

Thus, emotional intelligence is an essential practical skill one can possess in the corporate world and life in general. It can affect how we manage ourselves and our emotions, our interactions with others within our organization, and outside stakeholders (e.g., customers, clients, and family and friends). It can also have a significant impact if we are responsible for organizational change management. The present study focuses on the determinants of emotional intelligence among the bank employees considering 60 variables.

These variables were rated at a five-point scale. Then, each variable's scaled value was taken for further analysis to expose the relationship between the variables and the narration of unique variables into factors. Then, factor analysis was employed. And, measures the strength of the relationship between the relative movements of the emotional intelligence factors and acceptance to technology implementation level Pearson's correlation coefficient was carried out.

The Pearson's correlation coefficient that measures the strength of the relationship between the relative movements of the emotional intelligence factors and acceptance to technology implementation level and the sign of the correlation coefficient determines whether their correlation is positive or negative of the present study is presented in table 1.

The study inferred that Pearson's correlation coefficient, r, is 0.715 and statistically significant at 1% level for technology implementation acceptance level and social skills factor which indicates that these two variables are having a strong positive correlation ($0.60 < | r | < 0.79$), the Pearson's correlation coefficient, r, is 0.35 and statistically significant at 1% level for technology implementation acceptance level and social awareness factor which indicates that these two variables are having a weak positive correlation ($0.20 < | r | < 0.39$), the Pearson's correlation coefficient, r, is 0.413 and statistically significant for technology implementation acceptance level and self-regulation factor which indicates that these two variables are having a moderate positive correlation ($0.40 < | r | < 0.59$), and the Pearson's correlation coefficient, r, is 0.606 and statistically significant at 1% level for technology implementation acceptance level and self-awareness factor which indicates that these two variables are having a strong positive correlation ($0.60 < | r | < 0.79$). However, the Pearson's correlation coefficient, r, is 0.062 and statistically not significant for technology implementation acceptance level and self-motivation factor which indicates that these two variables are having a very weak positive correlation ($0.00 < | r | < 0.19$).

Therefore, from the analysis of Pearson's correlation coefficient of technology implementation acceptance level and emotional intelligence factors, the study concludes that among the five emotional intelligence factors arrived from factor analysis, four factors were statistically significant and have a positive correlation to the technology implementation acceptance level and one factor was not statistically significant.

7. CONCLUDING REMARKS

So, to increase the technology implementation acceptance level of the sample bank employees the higher authorities of the study banks should impart training in these four factors; namely, self-awareness factor, social awareness factor, self-regulation factor, and social skills factor.

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Table 1

The Pearson's Correlation Coefficient of Emotional Intelligence Factors and Level of Technology Implementation Acceptance

Correlations						
	Acceptance to Technology Implementation Level	Social Skills Factor	Social Awareness Factor	Self-Motivation Factor	Self-Regulation Factor	Self-Awareness Factor
Acceptance to Technology Implementation Level	1					
Social Skills Factor	.715**	1				
Social Awareness Factor	.351**	.236**	1			
Self-Motivation Factor	.062	-.077	-.196**	1		
Self-Regulation Factor	.413**	.498**	-.123*	-.342**	1	
Self-Awareness Factor	.606**	.006	-.011	.072	-.101	1

Source: Computed from primary data.

Note: **Correlation is significant at the 0.01 level (2-tailed). *Correlation is significant at the 0.05 level (2-tailed).