



Emotional Intelligence and its Impact on Market Management

Tina Naseri¹ and Mohammad Ali Moradi^{*2}

1 Student of Master of Business Administration in Islamic Azad University of Sanandaj

2 Faculty Member of Islamic Azad University of Sanandaj

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ABSTRACT

This article discusses on emotional intelligence and its performance in organizational management. Emotional intelligence is defined and this is compared with academic intelligence. Conditions of emotional intelligence and individual talents are explained to create emotional intelligence. Then, the performance of emotional intelligence is discussed in the management of the market. Also, interpersonal intelligence, hope and optimism and their role in the market management are discussed.

Keyword:

*Emotional intelligence,
Academic intelligence,
Interpersonal intelligence,
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*** Corresponding author: Mohammad Ali Moradi**

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