Emotional Intelligence and SMEs’ performance in the Accra Metropolis, Ghana

Regina Appiah Gyimah
Department of Marketing, Accra Technical University, Accra, Ghana.

rappiah-gyimah@atu.edu.gh

Abstract

This study sought to examine the relationship between the components of emotional intelligence and SME’s performance. Using the resource-based view and the emotional intelligence concept as the theoretical foundations, a census of 1,532 SMEs was selected in the Accra Metropolis for the study. Empirical results from 717 SMEs, utilising the hierarchical linear regression model, revealed that owner/manger’s emotional intelligence can be used to help facilitate work relationships resulting in sales and market performances. Moreover, the study found that Emotional intelligence makes a positive effect on SMEs performance of small and medium-sized enterprises. The practical implications of the results are also discussed.

Keywords
Components, emotional, intelligence, SME’s, performance.