

Emotional Intelligence and SMEs' Performance in the Accra Metropolis, Ghana

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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

Emotional Intelligence, Small and Medium Enterprises, Self-Management, Social Intelligence, Self Awareness.

Biography

Regina Appiah-Gyimah (Ph.D.) holds a Doctor of Philosophy Degree in Marketing from the School of Graduate Studies, University of Ghana and has been a Conference Co-Chair 2nd Annual Applied Research Conference of Technical Universities in Ghana. Once, the Acting. H.O.D, World of Works, Accra Technical University she is also a lecturer at the Department of Marketing, School of Business, Accra Technical University. She has had years of sales experience in outdoor advertising with Alliance Media Ghana Limited a subsidiary of Alliance Media South Africa and an Adjunct Lecturer, University of Cape Coast Centre for Distance Education, Masters in Business Administration Programme for the past 5years. Regina Appiah-Gyimah (Ph.D.) specializes in small business, entrepreneurship and enterprise development, and has published various papers on marketing and entrepreneurship in the private sector, as well as participated in various international conferences.