

ROLE OF HR TO INCORPORATE EMOTIONAL INTELLIGENCE TO ENHANCE ORGANIZATION EFFECTIVENESS

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ABSTRACT

Today organizations are facing strong needs against uncertainty, massive change, mergers & acquisitions, economy change in both public sector and private and in virtually every case. The emotional intelligence must play an important role in satisfying the needs. We tested which HR function can incorporate emotional intelligence in the organization and would it increase organization effectiveness. **Analysis:** The two HR functions as recruitment and selection as one of the most important function would incorporate the emotional intelligence by selecting people in the organization who possess high emotional intelligence with the help of psychometric testing. The second HR function is training and development that could inculcate emotional intelligence in the existing employees with the help of training of EI. **Conclusion** The inclusion of emotional intelligence in the organization facilitates the employees to perform better, understands the emotions of oneself and others, helps in employee recruitment and retention, development of talent, teamwork, employee commitment, high morale, productivity, efficiency, revenues, quality of service, customer loyalty, help in taking right decision, assist in managing emotions, reducing stress thus leading to accomplish organization objectives in effective manner. **Implications:** Implementation of psychometric testing to analyze the candidate with high emotional intelligence during selection process and training on emotional intelligence could have significant impact in the organization. **Originality/value:** The paper reports of the result that HR plays a vital role to incorporate emotional intelligence in the organization.

KEY WORDS: HR functions, emotional intelligence, organization effectiveness