



The Influence of Emotional Intelligence on Pro-social Behaviour of Sri Lankan Universities' Management Undergraduates: Evidence from a Sri Lankan State University

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ABSTRACT

Undergraduates in Sri Lankan state Universities confront with highly competitive education experiences which lead them towards more individualistic competitive learning and working culture in the university system. Sri Lankan state universities enroll undergraduate is land with different demographic and socio-economic backgrounds. They attempt to survive in an unfamiliar environment with a bond that build with their nobles. This highly competitive academic system does not bring the same experience to all of them, and it varies from one to another. Therefore, maintaining ethical and emotional obligation towards their colleagues is significant to others as it helps them survive in challenging periods in their academic lives as well as a virtuous practice in their future roles. The recent literature on organizational behavior emphasized on emotional intelligence as the skill that the 21st century mostly needs, and it creates a positive mindset of individuals towards pro-social behavior. Thus, understanding how emotional intelligence influence the pro-social behavior of undergraduates is paramount, and evidence about this phenomenon from the past literature is lacking. Thus, this study was carried out to explore how emotional intelligence influences undergraduates' pro-social behavior during the undergraduate period. From past literature identified four variables named emotional perception, emotional use, emotional understand and emotional management model developed by Salovey & Mayer in 1990 that for exploring emotional intelligence influence for pro-social behavior. The quantitative deductive research approach was employed as the study tested existing theory in a different context. A self-administered questionnaire was distributed among 200 management undergraduates of the University of Ruhuna by employing the convenience sampling technique. 175 responses were gathered, and empirical analysis was performed by using SPSS 25 version. The results of the study revealed that emotional perception ($\beta=.218$, sig = 0.04), emotional understand ($\beta=.322$, sig = 0.02), emotional use ($\beta=.422$, sig=0.00), and emotional management ($\beta=.385$, sig=0.00) have a positive influence on the prosocial behavior of university undergraduates. The findings of the study further revealed vital implications to the educational practitioners. First, from the student's perspective, it is necessary to develop their ability to identify others' emotions and generate and facilitate their thoughts towards others' emotions. Moreover, developing undergraduates' ability to integrate what they feel into their thoughts and improving their ability to efficiently manage emotions towards others is of necessity for developing better pro-social behavior among university undergraduates. Through ethical and emotional development will strengthen undergraduates for pro-social behavior and finally lead to a humanistic society. In the current study, a sample is limited to the one-state university management undergraduates and future studies are suggested using a larger sample from other universities and different academic fields for exploring the same phenomena from a broader understanding and generalisability.

Keywords: *Emotional intelligence, Emotions management, Emotional use, Humanistic society, Pro-social behavior*