

## **Technical Session (Oral) A6: Human Resource Management**



# **Impact of Group Emotional Intelligence on Team Effectiveness: With Special Reference to Brandix Essentials Limited, Rathmalana**

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## **Abstract**

In today's business world, the usage of concept of emotion can be identified as one of most familiar business trends. Researchers have found that emotional intelligence at the group level as an important and fundamental aspect for the success of organization. Hence, the main concern of this study is to examine whether there is any impact of Group Emotional Intelligence (GEI) on team effectiveness in Sri Lankan Context. In this case, a model has been developed by taking the GEI with two dimensions, group focused EI and cross boundary focused EI as the independent variables and the team effectiveness as the dependent variable. Moreover, the demographic variables (age, designation and length of service) were considered as control variables. Therefore, to test this model, three hypotheses were developed. The sample of 60 production related employees were drawn from one of the leading apparel manufacturing organizations in Sri Lanka. Data were collected by using a structured questionnaire. The impact of the predicted relationships and developed hypotheses were tested by using correlation coefficients and regression analysis respectively. According to the research findings, there was a positive relationship between team effectiveness and GEI with group focused EI and cross boundary focused EI. The results of the developed regression model revealed that there were significant evidences to prove that the developed hypothesis can be accepted. In addition to that, when it comes to control variables, the results shows that there was a significant variation in team effectiveness only from designation variable and it was controlled in this study. Implications from this study are; future researchers can apply the model in various industries in Sri Lankan context and the model provides some insights for HR policy makers.

**Keywords:** *Emotional Intelligence, Group Emotional Intelligence, Team Effectiveness*

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