

Natthayapat Pawanawiwat 2009: The Relationship between Leadership, Emotional Intelligence, Adversity Quotient and Job Performance of Department Sales Manager in Retail Business. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Rattigorn Chongvisal, Ph.D. 135 pages.

The objectives of this research were to study 1) the level of leadership, emotional intelligence, adversity quotient and job performance 2) the relationship between leadership, emotional intelligence, adversity quotient with job performance 3) to find variables which could predict job performance of department sales manager in retail business. The study was based on the behavior of a group of 190 department sales managers in retail business. Data were collected by leadership test, emotional intelligence test, adversity quotient test and job performance test, which were analyzed by a computer program. The statistical methods were percentage, mean, standard deviation, Pearson's product moment correlation coefficient and stepwise multiple regression analysis.

The results showed that department sales manager in retail business had a rather high level of leadership, a rather high level of emotional intelligence, a rather high level of adversity quotient and a rather high level of job performance. And the research indicated that leadership, emotional intelligence and adversity quotient were positively related to job performance at .01 level of significance. The predictors of job performance were leadership and emotional intelligence attributed at .05 level of significance at the percentage of 58.9.

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