

## ABSTRACT

Thesis Title : Emotional Quotient Development of Personal in Business  
Organization for Happiness and Success in Work  
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The purposes of this study entitled Emotional Quotient Development of Personal in Business Organization for Happiness and Success in Work are the following : 1) the background; 2) the preparation; 3) supporting factors and constraints; 4) the process and procedures of emotional quotient development of personnel in business organizations; and 5) the application of emotional quotient development of personnel in business organizations for happiness and success in work. The research methods are by interviewing four emotional quotient experts and two persons who are responsible for developing emotional quotient of personnel in two private organizations, i.e., Delta Electronic (Thailand) Co., Ltd. (Mass) and CDG Group Co., Ltd. (Mass). The results of the study were as follows:

1. The background of emotional quotient development of personnel in business organizations was divided into the indirect and the direct ways. The indirect background was from the awakening of foreign countries and Thai academics to study about emotional quotient, the economic crisis, the acceptance of emotional quotient in Thai society, and the increasing of problems related to emotion in Thai society. The direct background was from the human needs for happiness and achievement; problems with peers; nature of work in service, sale, production, and management; and the dynamic of change from the outside environment.

2. The preparation of emotional quotient development of personnel in business organizations began with analyzing the needs of emotional quotient development of

personnel in the organization, considering the objectives of the organization, preparing a team to be responsible for developing emotional quotient in personnel, preparing the support and facilitation, providing knowledges about emotional quotient to personnel in the organization, selected the participants in the emotional quotient development, surveying the expectations of the participants in the emotional quotient development, creating the implementation program, and developing the emotional quotient in the pilot group.

3. Process and procedures of emotional quotient development of personnel in business organizations were divided into the process during the development of emotional quotient and the procedures of emotional quotient development; and the process after developing emotional quotient. Besides, the process during the development of emotional quotient was separated into three steps: 1) Explaining knowledge about emotional quotient and evaluating emotional quotient of the participants before entering the program. 2) Developing emotional quotient with techniques, for example, using case studies, sharing experiences, self-analysis, conducting an experiment, practice, and keeping a record on the observation form of emotional quotient. 3) After the emotional quotient development, the participants were evaluated by their peers and themselves. For the process after developing emotional quotient, the responsible team made the evaluation of development of personnel in the organization.

4. Supporting factors and constraints of emotional quotient development of personnel in business organizations were separated into personal factors, factors of the internal organization and factors of the external organization. Besides, Activities, projects and training programs, which were the supporting factors of emotional quotient development of personnel in the organizations, were the Reduction of Job Stress project, the Kick off project for building relationship in organization and others.

5. The application of emotional quotient development of personnel in business organizations for happiness and achievement in work had brought the benefits to oneself and the related people; to work performance; and to the organizations.