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# Investigating the Effect of Emotional Intelligence on the Success of market economy in Marketing (Case study: Bu Ali industrial estate of Hamadan)

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### ABSTRACT

This study, entitled "Investigating the Effect of Emotional Intelligence on the success of business in marketing" was conducted with an overall objective and 5 sub-objectives in the Bou Ali industrial estate of Hamedan in 2013. This research is a descriptive-analytic study in the form of a causal - comparative survey. The research population is 180 individuals and includes all the managers and persons in charge in the manufacturing and service factories in Bu Ali industrial estate. The sample size was estimated at 123 by Cochran's formula and it was randomly selected. Data were analyzed through three questionnaires. One standardized Sybrya shrink EQ questionnaire with 33 questions and emotional intelligence two self-report questionnaires for marketing intelligence and marketing success, collecting using SPSS software version 19 and by multivariate regression. Face and content validity of three questionnaires were estimated and then assessed by Cronbach's alpha coefficient, which in all questionnaires was 70/0. Results showed that emotional intelligence had effect on the success of marketers and marketing firms. Accurate results suggest that the two self-awareness and self-control factors significantly correlate with the success of marketers and persons in charge of marketing firms. The other three factors of self-motivation, social awareness and social skills have no significant correlation with the variable of success of marketers and persons in charge of marketing firms. Also, between the two factors of self-awareness and self-control, self-control factor is more effective than the other.

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### Introduction

One important resource in any company, which is undoubtedly one of the main bases of development, is its human resources which encompass a collection of individuals with countless needs. These individuals would use their talent, ability and skills to serve the organization in question in case their needs are met and they are sufficiently motivated. If individuals do not operate well in the company then the company will faced with many problems in reaching its goals, carrying out the critical tasks, and taking responsibility. Since the staff of marketing and sales unit play a fundamental role in creating an effective business in the organizational units, therefore, to meet their material and spiritual needs as well as to create an motivational atmosphere in the workplace which is more likely to underlie the effective development, is most imperative.

Unlike the cognitive behavior or intelligence, emotional intelligence focuses on understanding our and other's emotions, and has been invented according to the general belief that David Goleman developed. In his book titled "Emotional Intelligence" he asserts as to why it can be more important than IQ. The book was published for first time in 1995. According to Goleman, Emotional intelligence is a capacity for recognizing the ownership of our own feelings and those of others, and for creating motivation for the management of good emotions in ourselves and in our relationships. The role of emotional intelligence in marketing effectiveness of companies and industries has come to the fore. And the company managers attempt to achieve a good competitive position through personal and social abilities of emotional intelligence and an effective marketing. The concept of marketing effectiveness is dependent on or in strong connection with the company's achieving

valuable outcomes such as: long-term growth, increase in customer satisfaction, competitiveness and strategic direction of the company, having greater market share than competitors, advertisements and advertising share of the market. Goleman's four factors of Emotional intelligence as moderator variables and five interval scales of Cutler marketing effectiveness have been adopted as the criterion variables (Nwokah, N& Ahiauzu, 2009: 865).

So we can say that human resources are the most important assets of the business, and good personnel policies and procedures along with the manager's ability in using physical and mental abilities and energy of the individuals is the most important success factors. Human resources are one of the key factors in improving the effectiveness of the company. This is the human force that decides how to make good use of time, equipment, materials and ... available in the company and how to meet customer needs. As the use of group and teamwork in organizations is increasing, the staff has found that they should coordinate with the working environment to work better with other team members. Therefore to direct the new groups toward more useful and effective teamwork in a unit, the managers should look for individuals with greater emotional intelligence and high communication skills.

Emotional Intelligence is a comprehensive term covering a wide range of skills and personal characteristics and usually refers to interpersonal and intrapersonal skills which are beyond the specific scope of precedent knowledge, IQ, and technical and professional skills. As in the definition of intelligence, there is no consensus among psychologists in defining emotional intelligence, and they describe its features to define it (Khaefollahi et al, 1382: 53)

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Experts have defined emotional intelligence due to its features and functions as follows: Mayer and Salovey define emotional intelligence as the ability to assess, express, and regulate our and other's emotions and to use it efficiently. Goleman defined it as "an skill in which qwner can control him self through mental emotions by self controlling to be developed by symphaty and understanding it by managing relation in a way that promote his self – confidence as much as possible (Goleman, 2001: 43).

Bar-aan considered it as a blooming for capacity for persons in reaching success trough life, and he related that in common sense generally and emotionally with mental health (Baar-On, 1997: 270).

In the same way emotional Intelligence is ability for using senses and emotions of our selves and the others in publice and personal behaviors in reading goals to be defined so. Altogether emotional Intelligence is more than quotient intelligence in its characteristics to be available for us in such a way that we can complete our human aspect in its help. (Goleman, 2001:75).

In this view, in this essay we are surveying five dimensions of different aspects of Goleman emotional Intelligence (self-awareness, self-regulation, self-management, social awareness, relationship management) and the effect of it on success in marketing.

Five modeling aspects of emotional Intelligence of Goleman:

Goleman's model instead of insisting on mental health of person is emphasizing on career success and organizational act. Daniel Goleman started to apply first definitions of Salovey and Meyer. In this way, soon he could know five major field in the emotional Intelligence such as; self-awareness excitement, self-regulation, self-management, social awareness and relationship management (Wanna maker, 2005: 10). As viewed in mentioned division, the first aspect is as below:

#### **Self-awareness:**

The first aspect or criteria for emotional Intelligence is self awareness or knowing excitement and feeling itself. Distingushing the excitement and how to effect on the acts and knowing weak and strength points is making a kind of self awareness which is a key for these points itself. All the units considering bosses, leaders, and experts etc... who has such ability has been searching for their act-feedback to be tought from their fault. The persons who have great functions and high emotional Intelligence speak less about their strength points. They have intra-standard motivation highly self awareness about their values, goals and dreams which is known for themself. They know their path to their goal to be reached and how and qhy, so that in what they feel, is the same right of accompany with them. Distingushing the excitement and how to affect on the acts and knowing weak and strength points is making a kind of self awareness which is a key for these points itself. All the units considering bosses, leaders, experts etc... who have such ability has been searching for their act- feedback to be taught from their fault. The person who has great function and high emotional Intelligence speak less about their strength points. They have intra-standarad motivation highly self awareness about their values, goals and dreams which is known for them selves. They know their path to their goal to be reached and how and why, so that in what they feel is the same right of accompany with them. For example, they are so capable to reject a work offer that is temptive financially, but they know that showing decisiveness is not accompany with their long term goal and in the other way lack of awareness for the person might

cause a challenge in making decision by not considering the hidden values. (Goleman, 1995: 43)

May be the most dominant of awareness is a tendency toward self-thinking and meditation. These persons majorly devoted a time for their loneliness and meditation in solitude so that they will be allowed to think about problems instead of emotional reaction. Most talent one in organizations are training themselves by a mind ful awareness thought through their meaningful life and engage it in the same life of their work. (Goleman, 1995: 43)

#### **Self regulation:**

The second aspect of emotional Intelligence is self regulation. This criterion is so important for controlling emotions and making creation. Controlling emotions is a background for any skill, and success and those who are able to raise their emotions whenever needed, they are the same persons who are productive and effective in their talenets for their responsibilities. It is not important in which motivation we are supposed to do our best for the work, may be it is a motivation for excitement and have a preent joyful with itself but what relies on it, is a satisfication for doing better or a joy for accompany with others who aare very talent or just a joy for money which is supposed to reach. These satisfications of self motivation will off all hoplesses and defeates in which we are not able to come over it. It means we can use a progress for retardness, hopless, helplessness which is avoidable for reaching the same goals and make them a chaoice for progress.

Making motivations for work is always in neglect way. We think that people are notices about what they do, but the fact is something more delicated. In fact the people joy from their work when they are fascinated by it, such a joy is a motivation itself. However; traditional motivations like, reward or courage can emotional for doing better, but none of the extra – making motivation can make the person to do better as an intrinsic one.

#### **Self management:**

The thirs dimension of emotional intelligence is self management. These criteria can make the person to control the level of emotionals as, stress, anger and how to manage this situation to do best. Tgis intrinsic dimension facing with difficult problems which needed intrinsic calm is evalusted and is important. Self management also shows capability of ones ability for accompany with others and innovation, willing to success, intrinsic confidence, flexibility, working conscience and a social view to all. In fact self management for itself is like a repeated intrinsic talk which is a part of emotional intelligence in which is frees us from prison of emotions, the same thing which vividly present to the mind and focoused energy needed for every person. It doesn't permit to destroy excitement to act. It never left the emotions to deviate from the right one.

It is not wonderful to say that self management is important for its competitive causes. In present related atmosphere, when all the companies are mixed, and then after technical problems have complicated these matherials. The staffs who are ruling over their excitements can do better work with these changes and help the company to accommodate with present changes. More additions to these factors, managing on him self causes transparency. Such as matter is not the only characteristic for a good manager, and leader, yet the strength point of the company is the same problems. The transparency in act causes honesty and such a feeling for one, who is confidable in its unit, actively can do the most meaningful responsibility that one can act finally. They are controlling their mental case of themselves.

### Social awareness

As the fourth dimension of emotional intelligence, Goleman majorly focused on capability of sympathy. It means that by knowing person from feelings, interests and the needs of others, we can know different situations and by these informations, we can use them for right relation. Goleman (1995) knows the important of sympathy in three main needs; progressive need for work group, the process of becoming world wide as soon as possible (and the need of sympathy with other cultures), and the progressive need of keeping talents.

Sympathy doesn't mean that key staffs should empathy their emotional intelligence and try to satisfy all of the others from themselves. This kind of thought is completely wrong and evades them to work. Sympathy means entering the others feeling in their notifications. Thought fully and then making smart decisions in which the same feelings have been noticed. The main point is here that sympathy makes. A wide spread which in it lack of sympathetic staff- act makes lack of accompany. Sympathy is formed by self management. Of course it means that the excitement should be stated properly not by suffocating them. When the persons are able to understand feelings and the view of others, they have reached in guidance system of forceful excitement in which statements and deed of them are occurred in proper path. Hence "sympathy" is an avoidable and a social affective in working. These sympathy persons are extraordinary in knowing and recovering manner for the needs of customers, clients and lower persons. They are so available that they are willing to listen carefully to the others speaking and they are really understandable about what others are worry about, so they reply by considering general, matter of it. In addition, sympathy is the key of absorbing talents. Finally in this progressive economy, sympathy or social awareness is an skill, urgent for different colleagues and for trading with persons from different cultures. Goleman believed that accompany with other feeling in making decision and moral judgments will be very important, and lack of it is a fundamental fault in emotional intelligence (Hoffman, 1984: 65).

### Relationship management

The last dimension of emotional intelligence of Goleman is relationship management. It shows quality of act with others in exciting situations. That we call it social skill which is role an exact control of ones feeling through proper action by work groups in an ability to talk by clear relationship. Goleman believed that the persons who want to be effective in relation with others should be able to distinguish and discrete their feelings and them by sympathy through proper relation act. In this way, the person can show their excitement through high social skills to occur in which place and what time to be acted. (Nwokah & Ahiauzu, 2009: 867).

Goleman believed that if we are not able to control spiritual cases and natures in the way that urgent skills of sympathy can not be have any success for effective management for excitement. In the other way, those persons with high emotional intelligence benefits from this skills in fulfillment of organization in its mission. The criteria for relationship management, from Goleman point of view is, included in different urgent skills for success in social situations. Relationship itself is the basic element in relationship management. (Goleman, 2001: 26-14)

The ability for sincerity and kindness to the others in relations by strengthening for it, will be another definition for it. This matter if formed by talkative habits and non-talkative habits for tanking and gratitude from others. (Wannamaker, 2005: 14). Finally, these duties will be more complicated by

persons and by its needs, the company will be more affective to be acted in this way, skillful relationship has axial important in this way. For example each great company should place a key person in all of their units. For, it will make a potential team working to act in this way.

In Goleman view, emotional intelligence is the sum of capabilities that cause in distinguishing, reflecting and accompanying for excitement itself by knowing others feelings. Recently, he evaluated characteristics for each field that they are;

- Each criteria of emotional intelligence longely have great affect on the function of the work.
- Each one of them will be in a fair act with other criteria; beside of them the criteria of emotional intelligence have a mutual dependency.
- The capacity of emotional intelligence considering each other has some kind of hierarchy, so a kind of awareness for self correspondence and sympathy is urgent. Self control and self awareness is a basis for motivation in this way. (Goleman, 2001: 12-26)

In this research the criteria of independence are included the things such as the level of emotional intelligence who are replying. The dependence criterion is included as the level of success for economic agents in Bazar in four dimension; Bazar analyses, selecting target bazars, providing the elements of marketing in groups, and the attempting for marketing. The main research question is "whether emotional intelligence is affective for productive company's success in the field of economy"; if so on the most or least affect.

### The history of research

Basard (2000) from management university of Yeel understood that development of positive excitement in groups and cooperative with accompany with members of group have fascilated about studying in excitement understanding and it has decreased enemy act and have progressed effective working of the members. Rise (1999) an American specialist in the field of human resource run criterion of semi-dimensions of emotional intelligence on 164 persons who were common one and among them 11 ones were leaders who worked in an insurance company. In this way he evaluated a survey on emotional intelligence and its function was complicated. For example the high rank of emotional intelligence of the leader of the group who was estimated from emotional intelligence test, had a minus point from the rank of managers from the attention point of the group in paying for the claim of client in the same way ( $r=0.35$ ), meanwhile the rank of function for groups ranked by coordinative group was positive high ( $r=0.58$ ) related to the emotional intelligence.

A group of Australian researchers who were guided by "Jordan", "Eshanzei", "Hartel" and "Hooper" evaluated the function for 44 groups in a period of 9 weeks through emotional intelligence for members of the groups by means of self evaluating in the model of Meyer and Salovey. At first of studying, the researchers analyzed the function of the groups who were in a high or low background of emotional intelligence, in this way the function of the groups who have high rank in the same field were in a high function of low ranked groups. In the last of 9<sup>th</sup> week the functions of both groups were in the same rank.

The researches of Yousef Sima and Eftekhar Ahmad (2007); shows that the process of relation for the staffs who have high emotional intelligence is more successful in their entrusted duties. In fact such persons have many skills in sales, marketing and services for clients.

The researches of Soleyman and Al-Sheikh (2007) in the field of emotional intelligence show that employing high intelligence persons in the same field cause in proportion for team moral. Progressing in benefits, decreasing job stress, creation and innovation in the process of presenting series and job satisfactions.

The study of Hyfran et al (2008) showed that quality of service is affected by situation of presentation and the person who present it. Hence the presence of the staffs with self control ability and the power to control stresses of work atmospheres, having capability in work team, responsibility, creation, innovation in the field of service presentation and job satisfaction will be developed so that it cause in protection of an organization for clients satisfaction in not predictive atmosphere in where competition is very high. The study of Hyfran et al (2008) showed that quality of service is affected by situation of presentation and the person of presentation, in the same way the presentation of staffs with the ability of self controlling and the power of controlling atmosphere stresses, having the spiritual team working creation, responsibility and motivation which are characteristics of the persons with high innovation can help the organization in the quality of services to the clients and briefly we can say that such a high intelligence of staffs are the factor for positive view in the same atmosphere for clients as an advantage and the important factor in effect service quality. (Idid)

Ashourzadeh (2009) has done a research in the title of "emotional intelligence and bank marketing". In a part of the same research he stated that the nature of bank services are so that quality of services have a coordinative relation to the character and feeling and social skills of staffs so that banks as a client centered organization try to strengthen social skills of staffs and marketing needed field for understanding needs and willing of clients to reach their goals in the same centre. The stability of hiring clients, related field of teaching, marketing, services and banking are generally in these groups. But it seemed that the most factor that can facilitate the aim of marketing for banks is also so that applying the person in high emotional and social capability or at least promoting in such character will be presenting such services to the customers.

Yaghoubi, Doaei and Valizadeh (2011) in a study in the title of "The effect of emotional intelligence on centered-relation marketing", surveyed a research about elements of emotional intelligence related to centered-relation marketing. They surveyed each relation to the dimension of marketing; finally it proved that more emotional intelligence of staffs and marketing the more tendencies to the class of marketing in relation-centered mark such persons are more success in relation to their clients.

Safarzadeh, Nourbakhsh and Karimi (2011) have made a research in the title of surveying the relation between average of emotional intelligence and the level of function of sales manager and marketing in private sector. (Food industry) (2011). Such as a research in the way of quantitative (in the kind of descriptive – measurement) has been done. The social statistics of research included 280 persons considering sales manager and marketing principal. The sample of managers is 160 persons who in the sample of random-sample are selected. 80 person's sales managers and 80 persons of others were marketing managers. For gathering information in the field of principal from a 90 questions test of principal, it was used of Bar-On. For evaluating the effective level of manager a 20 item questionnaire was planned by researcher in which after a final survey. For analyzing data of test, the linear of regression in statistics was

used. The result showed that emotional intelligence was so effective on the function of managers. Those who were higher in intelligence had greater and better function, so we can result that emotional intelligence is one of the effective factor in success for business.

Concerning the result of these surveys and the other studies, it seemed that emotional intelligence as a meditation for organizing can cause in developing for function of the groups it is because that it makes a possibility for groups to form coordinatively vastly. Also it seems that the group of low level of emotional intelligence needs more time to work affectively in an accompany group to be experienced for that.

### Materials and Methods

**Method:** Research is in the group of measurement research and in the kind of researching coordination.

**Statistical sample:** The statistical sample of this study is included for managers and responsible persons for marketing in productive factories and services in industrial districts (town) of Hamadan in 2012 which based on gathering information from these centres they are more than 180 persons. The volume of sample research is estimated by Cochran formula for 123 persons and statistical units are selecting in random samples.

**Data gathering tool:** For data gathering for research, we used of two questionnaires the first instrument of questionnaire is included in 33 questions from emotional intelligence of Syberia Shering. These kinds of questionnaire consider the intelligence of managers, in such a criteria as self-awareness, self-controlling, self-motivation, and sympathy and social skills. This questionnaire in an 5 degree spectrum as; (Always, Mostly, Sometimes, Seldom and Never), replies to our speaking questions. The way of ranking of this spectrum is as follows, Never=1, Seldom=2, Sometimes=3, Almost=4 & Always=5. The validity of this instrument in previous research's are in the kind of pictorial and content, and they have estimated and emphasized in the same way. The reliability of it through intru and extra researches has been emphasized. Mansouri (2001) surveyed the average of reliability of this test by Cronbach's Alpha. In the same way the average of inner isotropic of this test is 0.85. The index of retained reliability in Shokrabaadei research (2008) was 0.85 so.

So in this research a questionnaire of 25 questions researched for success in trade were confirmed for evaluating reliability of this instrument a result of beginning study was used and the reliability of this questionnaire in all the dimension were high than 0.70 to be evaluated. For analyzing the data Spss software was used. The data's by the index of descriptive statistics as, frequency, percent, Cumulative Percent, average, standard deviation, etc. in an inferential statistics by Linear regression test (inter method) for thesis of research were used.

### Results and Discussion

In addition to the findings of cosmopolitan characteristics, replied persons of this research should those 107 persons (87%) of replied one were men and 16 persons were women (17%). The age of 39 persons (31.7%) were less than 30 years, 46 persons (37.4%), among 31 to 40 years, 22 persons (17.9%) among 41 to 50 years and 16 persons (13%), more than 50 years. The least year of replied persons in the case study 23 years, the most years above 73 years and average year of the persons were 37.85 who shows an average for replied persons in case study. The background of economy activity 48 persons (39%) from the replied one were less than 5 years, 34 persons (27.6%), among 6 to 10 years, 12 persons (9.8%) among 11 to 15 years, 11 persons (8.9%) among 16 to 20 years, 18 persons (14.8%) more than 20 years. The least record of economy activity were one year and

the most record, 46 years and average of activity in the economy was 10.3. the background of activity (55.3%) who were 68 persons working in present economic agents with less than 5 years background. 35 persons (28.5%) among 6 to 10 years, 7 persons (5.7%) among 11 to 15 years and 13 persons (10.6%) more than 20 years. The least background services of reply persons 1 year, the most background record of service 46 and the average of mentioned persons were 7.7. The most repeated frequency in the field of replied person's activity with 22 frequencies was (17.9%). In the second place with 27 persons (17.7%) in the field sanitary management, and in the third place with 20 persons (16.3%) in distributing goods, at the least persons 6 ones (4.9%) in the field of machinery instruments and then electricity instruments with 6 persons (4.9%), and the rest of them were in the field of middle case. In the same way the related informations concerning main criteria in this research showed as below:

- The average of emotional intelligence 19 persons (15.4%) less than average, 49 persons (39.8%) average, and 55 persons (44.7%) more than average.
- The average of emotional intelligence in Self-motivation dimension was 13 persons (10.6%) less than average, 37 persons (30.1%) average, and 73 persons (59.3%) greater than average.
- The average of emotional intelligence in Self-Awareness dimension was 24 persons (19.5%) less than average, 20 persons (16.3%) average, and 79 persons (64.2%) greater than average.
- The average of emotional intelligence in Self-Controlling dimension was 69 persons (56.1%) less than average, 26 persons (21.1%) average, and 28 persons (22.8%) greater than average.
- The average of emotional intelligence in Social-Awareness dimension was 36 persons (29.3%) less than average, 37 persons (21.1%) average, and 28 persons (22.8%) greater than average.
- The average of emotional intelligence in Social-Skills dimension was 27 persons (22%) less than average, 30 persons (24.4%) average, and 66 persons (53.7%) greater than average.
- The average of success in marketing affair was 39 persons (31.7%) less than average, 31 persons (25.2%) average, and 53 persons (43.1%) greater than average.
- The average of Bazar Analyzing was 48 persons (39%) less than average, 43 persons (35%) average, and 32 persons (26%) higher than average.
- The average of success in selecting target of Bazars was 14 persons (11.4%) less than average, 48 persons (39%) average, and 61 persons (49.6%) higher than average.
- The average of success for making elements of marketing was 35 persons (28.5%) less than average, 34 persons (27.6%) average, and 54 persons (43.9%) higher than average.
- The average of success in marketing attempt was 45 persons (36.6%) less than average, 25 persons (20.3%) average, and 53 persons (43.1%) higher than average.

**Main Hypothesis:**

Null hypothesis: Emotional intelligence has no effect on success in business agent affairs.

**Table 1: surveying the effect of emotional intelligence on success of economical agents for marketing affairs in Buoli district (Town) of Hamadan by regression test**

Indicator s Variable	Beta	S.E	T_Test		R	R Square	Adjusted R Square	Anova	
			T	Sig				F	Sig
Emotional intelligence	0.408	8.8	4.913	0.001	0.408	0.166	0.159	24.13	0.001

On the basis of the information Table 1, the average of R Square is equal to 0.166 in which the average shows that 16.6 percent of changes in success for business agents is related to emotional intelligence. Viewed F (F=24.13) at the level of 0.001 was meaningful so that the assumption of zero is rejected, so index for measuring Regression so. Considering  $\beta$  Table shows final result of Regression so. Considering these information we can draw linear equation of Regression. Emotional intelligence equals to  $35.785+0.387$  (success in marketing affair).

In addition the results shows that emotional intelligence have the power affectable to the success of managers and responsible person for marketing in industrial agents in district (town) of Bouali in Hamadan and such an effect is predictable. It is so that corresponding to one unit increases in emotional intelligence and success in these companies in marketing affaire and will progress in 0.47 averages. Hence null hypothesis will be rejected and research assumption will be accepted. So that:

**Research hypothesis:** Emotional intelligence has on success of economical agents in marketing affair is affected.

**Subsidiary Hypothesis 1:**

Null hypothesis: Emotional intelligence in the Self-motivation dimension on success for business agent doesn't have any effective on marketing affair.

**Table 2: surveying the effect of emotional intelligence in the Self-motivation on success of economical agents for marketing affairs in Buoli district (Town) of Hamadan by regression test**

Indicator s Variable	Beta	S.E	T_Test		R	R Square	Adjusted R Square	Anova	
			T	Sig				F	Sig
Self-motivation	0.025	9.63	0.784	0.437	0.0	0.001	-0.008	0.784	0.437

On the basis of the information Table 2, the average of R Square is equal to 0.001 in which the average shows that 0.001 percent of changes in success for business agents is related to emotional intelligence in Self-motivation dimension. Viewed F (F=0.075) at the level of 0.784 was not meaningful so and is confirmed by null thesis. So measuring index of regression is not able to be confirmed.  $\beta$  Table also shows the final result of Regression and considering these informations, we can draw liner equitation of regression self-motivation is equal to  $74.97+0.025$ (success in marketing affaire).

In addition the results shows that emotional intelligence in Self-motivation dimension has not power on average success of managers and responsible persons of marketing in industrial district (town) of Bouali in Hamadan and such an effect is not predictable, so that for one unit increases in emotional intelligence in Self-motivation dimension success in marketing affaire just progress in 2 percent. Hence we should assume that this research is failed and null hypothesis is accepted. It means that:

**Null hypothesis:** Emotional intelligence in the dimension of Self-motivation for success on business agents for marketing affair is not affective.

**Subsidiary Hypothesis 2:**

Null hypothesis: Emotional intelligence in the Self-awareness dimension on success for business agent doesn't have any effective on marketing affair.

**Table 3: surveying the effect of emotional intelligence in the Self-awareness on success of economical agents for marketing affairs in Buoli district (Town) of Hamadan by regression test**

Indicators Variable	Beta	S.E	T Test		R	R Square	Adjusted R Square	Anova	
			T	Sig				F	Sig
Self-awareness	0.285	9.23	6.27	0.001	0.285	0.081	0.074	10.72	0.001

On the basis of the information Table 3, the average of R Square is equal to 0.081 that such an average shows that 8 percent of changes in success for business agents is related to emotional intelligence in Self-awareness dimension. Viewed F (F=10.72) at the level of 0.001 was meaningful and the null hypothesis is rejected so the index for measuring Regression is confirmed.  $\beta$  Table also shows the final result of Regression and considering these informations, we can draw liner equationation of regression self-awareness is equal to  $61.26+0.556(\text{success in marketing affaire})$ .

In addition the results shows that emotional intelligence in Self-awareness dimension has a power on effective success of managers and responsible persons of marketing in industrial district (town) of Bouali in Hamadan. This effect is predictive, so that in each unit of progress in emotional intelligence, it has Self-awareness dimension, the success of these companies for marketing affaire will progress in the average of 0.29 percent. Hence the null hypothesis assumption is failed and research hypothesis is accepted. It means that:

**Research hypothesis:** Emotional intelligence in the dimension of Self-awareness for success on business agents for marketing affair is affective.

**Subsidiary Hypothesis 3:**

Null hypothesis: Emotional intelligence in the Self-controlling dimension on success for business agent doesn't have any effective on marketing affair.

**Table 4: surveying the effect of emotional intelligence in the Self-controlling on success of economical agents for marketing affairs in Buoli district (Town) of Hamadan by regression test**

Indicators Variable	Beta	S.E	T Test		R	R Square	Adjusted R Square	Anova	
			T	Sig				F	Sig
Self-controlling	0.309	9.16	3.57	0.001	0.309	0.095	0.088	12.73	0.001

On the basis of the information Table 4, the average of R Square is equal to 0.095 that such an average shows that 9 percent of changes in success for business agents is related to emotional intelligence in Self-controlling dimension. Viewed F (F=12.73) at the level of 0.001 was meaningful and the null hypothesis is rejected so the index for measuring Regression is confirmed.  $\beta$  Table also shows the final result of Regression and considering these informations, we can draw liner equationation of regression self-controlling is equal to  $95.15+0.901(\text{success in marketing affaire})$ .

In addition the results shows that emotional intelligence in Self-controlling dimension has a power on effective success of managers and responsible persons of marketing in industrial district (town) of Bouali in Hamadan. This effect is predictive, so that in each unit of progress in emotional intelligence, it has Self-controlling dimension, the success of these companies for marketing affaire will progress in the average of 0.31 percent. Hence the null hypothesis assumption is failed and research hypothesis is accepted. It means that:

**Research hypothesis:** Emotional intelligence in the dimension of Self-controlling for success on business agents for marketing affair is affective.

**Subsidiary Hypothesis 4:**

Null hypothesis: Emotional intelligence in the Social consciousness dimension on success for business agent doesn't have any effective on marketing affair.

**Table 5: surveying the effect of emotional intelligence in the Social consciousness on success of economical agents for marketing affairs in Buoli district (Town) of Hamadan by regression test**

Indicators Variable	Beta	S.E	T Test		R	R Square	Adjusted R Square	Anova	
			T	Sig				F	Sig
Social consciousness	0.077	9.6	0.85	0.396	0.077	0.006	-0.002	0.396	0.517

On the basis of the information Table 5, the average of R Square is equal to 0.006 in which the average shows that 0.006 percent of changes in success for business agents is related to emotional intelligence in Social consciousness dimension. Viewed F (F=0.726) at the level of 0.396 was not meaningful so and is confirmed by null thesis. So measuring index of regression is not able to be confirmed.  $\beta$  Table also shows the final result of Regression and considering these informations, we can draw liner equationation of regression Social consciousness is equal to  $71.36+0.293(\text{success in marketing affaire})$ .

In addition the results shows that emotional intelligence in Social consciousness dimension has not power on average success of managers and responsible persons of marketing in industrial district (town) of Bouali in Hamadan and such an effect is not predictable, so that for one unit increases in emotional intelligence in Social consciousness dimension success in marketing affaire just progress in 8 percent. Hence we should assume that this research is failed and null hypothesis is accepted. It means that:

**Null hypothesis:** Emotional intelligence in the dimension of Social consciousness for success on business agents for marketing affair is not affective.

**Subsidiary Hypothesis 5:**

Null hypothesis: Emotional intelligence in the Social skills dimension on success for business agent doesn't have any effective on marketing affair.

**Table 6: surveying the effect of emotional intelligence in the Social skills on success of economical agents for marketing affairs in Buoli district (Town) of Hamadan by regression test**

Indicators Variable	Beta	S.E	T Test		R	R Square	Adjusted R Square	Anova	
			T	Sig				F	Sig
Social skills	0.114	9.6	1.27	0.208	0.114	0.013	0.005	1.6	0.208

On the basis of the information Table 6, the average of R Square is equal to 0.013 in which the average shows that 0.013 percent of changes in success for business agents is related to emotional intelligence in Social skills dimension. Viewed F (F=1.6) at the level of 0.208 was not meaningful so and is confirmed by null thesis. So measuring index of regression is not able to be confirmed.  $\beta$  Table also shows the final result of Regression and considering these informations, we can draw liner equationation of regression Social skills is equal to  $71.5+0.322(\text{success in marketing affaire})$ .

In addition the results shows that emotional intelligence in Social skills dimension has not power on average success of managers and responsible persons of marketing in industrial district (town) of Bouali in Hamadan and such an effect is not predictable, so that for one unit increases in emotional intelligence in Social skills dimension success in marketing affaire just progress in 11 percent. Hence we should assume that this research is failed and null hypothesis is accepted. It means that:

**Null hypothesis:** Emotional intelligence in the dimension of Social skills for success on business agents for marketing affair is not affective.

#### **Conclusion**

In addition to the results, it shows that emotional intelligence on success for marketing and responsible persons for economical agents was affecting in much great but not in all aspects and dimensions the exact results of research tells that emotional intelligence independently has much affect on success for marketing and responsible persons in economic agents, but among five dimensions of it, that is self- motivation, self-awareness and self- controlling, the two dimensions of social awareness and self- controlling for marketing in economical agents were in relation of it and three other dimension that is self-motivation, social awareness and social skills with variable of success for marketing and responsible ones in economical agents have not any significant relation. So in two dimensions of self-awareness and self-controlling dimension has more effect than self-awareness.

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