Impact of managers emotional intelligence on marketing creativity in Jordan Commercial banks

Philadelphia University, Philadelphia University

Abstract:

Purpose of paper: This study aims to investigate the Impact of Managers Emotional Intelligence on marketing creativity in Jordan Commercial Banks

Design/methodology/approach: This study uses the descriptive analytical approach since such approach is suitable for studying the relationship between emotional intelligence and Marketing creativity in Jordan commercial banks. The study population consists of all employees in Jordan's commercial banks amounting (13) banks. Due to the number of the study population which is large enough, the researcher selected a convenient sample totaling (500) employees. The questionnaire was distributed over the sample, 392 ones were collected that is 78.4% of the whole sample.

Findings: The study results indicated that there is high impact of emotional intelligence and its components of (self-awareness, and emotions control, motivation, social skills, empathy) on marketing creativity in Jordan commercial banks. As well, this impact does not differ according to staff member's personal and functional variables (sex, age, education, marital status and experience).

Research limitations/implications: this study is considered as the first study conducted in this topic in Jordan and it can be used as a starting point for further researches in this field.

Key words: Emotional Intelligence, Marketing creativity, Jordan Commercial Banks.