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MODERN TOOLS FOR DEVELOPING EMOTIONAL INTELLIGENCE

Emotional intelligence provides additional advantages in the professional pursuits of entrepreneurs, managers, and business students. Initially, EI facilitates the acquisition of new knowledge and the development of other soft skills essential for a successful career. It elevates entrepreneurial aspirations and self-assurance, enhances tolerance for stress, openness, and sharing of knowledge, improves communication effectiveness, and enhances decision-making. EI helps to cultivate leadership skills, boost team cohesion and collaboration, and accelerate results [1, 2]. In addition, EI fosters stable social connections, fosters a good reputation and success. On the whole, EI has a positive influence on job performance and productivity in the professional lives of entrepreneurs [3]. Employees who possess high EI contribute to the company's value and lead to an increase in revenue, cash flow, and customer loyalty. EI is particularly relevant for research on human management. The higher the rank of the managers, the greater the impact of their EI. The EI of managers affects not only the quality of work but also the financial performance of the company. Managerial EI also influences the well-being, satisfaction, and health of employees.

There are three primary theories that explain the development of emotional intelligence: Bar-On's non-cognitive theory of EI, Meyer and Salovey's theory of emotional and intellectual abilities, and Goleman's mixed theory of emotional competence. According to D. Goleman's latest model, we suggest using new training tools to develop components such as Self-awareness, Self-management, Social-awareness, and Relationship Management.

Above all, videos from the Coursera training courses can be used in the Emotional Intelligence training process. For example course 'Emotional Intelligence: Cultivating

Immensely Human Interactions’ by Jeffrey Sanchez-Burks and Cheri Alexander from University of Michigan. Emotional Intelligence: Cultivating Immensely Human Interactions | Coursera. Problem solving and non-standard situations, discussions, help students to develop their point of view and learn to communicate. Ebook ‘Emotional intelligence. Exercises’ Hugo Alberts and Lucinda Poole, 2019

Effective exercises that can be used in practice to teach Emotional Intelligence are 3-Emotional-Intelligence-Exercises-1.pdf (positivepsychology.com) nicate it to the audience.

A special test can be used to monitor the effectiveness of the development of Emotional Intelligence in management and economics students. We use Test ‘Emotional Intelligence in business’ [4] at the beginning and at the end of an educational course. The testing was conducted on an online platform at <https://testing-system-nure.herokuapp.com/auth>. Data processing was performed in MS Excel, SPSS, STATISTICA, FACTOR, and R-Studio.

Thus, utilizing modern tools for developing emotional intelligence is a crucial practical measure. Our method incorporates up-to-date theoretical investigations and visual elements. Systematic and intentional advancement of each component enables the enhancement of the training level of managers and business students.

References

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