

Emotional Intelligence and Productive Performance of Zone 5 Ecuador Microentrepreneurs

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Abstract

Emotional intelligence refers to the ability to recognize, understand and manage emotions. In the case of micro-entrepreneurs, it has a crucial role in their productive performance. Being a business owner implies facing different challenges and complex situations on a daily basis. Considering documentary research and field information gathering from 647 microentrepreneurs in zone 5 Ecuador, four competencies were identified (self-regulation, motivation, empathy, social skills) that through efficient management promote greater productivity for this fundamental sector of the economy. The results obtained are intended to promote management strategies through emotional intelligence for this segment of entrepreneurs that will enable greater productivity for businesses and the economy of this sector, micro-entrepreneurs who are aware of their emotions and those of others are better at communication, empathy and conflict resolution, this makes it easier to establish solid links with customers, suppliers and collaborators, which translates into better business opportunities and growth. Emotional intelligence is a determining factor in the productive performance of microentrepreneurs in Ecuador. It allows them to manage stress, make the right decisions, adapt to changes and build strong relationships that allow them to strengthen their economic activities.

Keywords: skills, economy, productivity, business, strategies.