

# Abstract

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## **The Impact of Emotional Intelligence on Leadership Effectiveness with the Moderating Effect of the Gender: A Case Study on Egyptian Fast Moving Consumer Good Company.**

**ABSTRACT** Leadership is a subject of interest to both scholars and the general public alike. Despite the level of interest, there is little agreement as to what defines leadership effectiveness. Attempts at describing what leaders do are reasonably successful, but examinations of what enables their effectiveness have yielded diverse and often inconclusive results highlighting traits, style, behaviour, and a plethora of situational variables. This study discussed the role of the construct of emotional intelligence as an indicator to leadership effectiveness. The purpose of the study examined the relationship between emotional intelligence and leadership effectiveness and whether gender moderates such relationship at Unilever Mashreq an Egyptian Fast moving consumer good company's. Concerning this topic minimal research was conducted before in developing countries specifically in Egypt. Thus the overall purpose was to test the untested propositions advanced by various theorists concerning the impact of emotions intelligence on leadership effectiveness. This empirical study utilized structured questionnaires on a sample of 141 fully-employed employees in a respective of multinational FMCG Unilever Mashreq. The sample included both male and female respondents. This research took place to measure the employees' perceived emotional intelligence and whether it affects their leadership effectiveness and if it differs from being a male a female. The scales used were 5 point Likert scale for measuring the items of each variable. Regression, reliability, correlation and descriptive statistics were data analysis techniques used and analysed with SPSS. The findings of the research revealed that emotional intelligence and its dimensions are significant predictors of leadership effectiveness. On the other hand, gender only moderates the dimension "others emotional appraisal" showing females could be more effective leaders than males. The results of this study holds implications for organizations that seek to enhance the emotion intelligence of leaders both effectively and efficiently. The application of these findings will lead to a range of leadership development practices and enhancement. Moreover, this study connects emotion intelligence to one of the major challenges facing leaders which is the effectiveness of his/her leadership. Thus, this study offers academic insights regarding research on the factors that are likely to impact and develop leadership effectiveness, among those factors is the importance of emotion regulation.