



ISSN: 0975-833X

RESEARCH ARTICLE

IMPROVING THE EQ LEVEL OF STUDENTS THROUGH MENTORING - A BLUE OCEAN STRATEGY FOR ORGANIZATIONAL EFFECTIVENESS

Dr. Anupama.K. Malagi and *Ms. Rashmi Shetty

Associate Professor, R V Institute of Management, Bangalore, India

ARTICLE INFO

Article History:

Received 18th April, 2016

Received in revised form

10th May, 2016

Accepted 15th June, 2016

Published online 16th July, 2016

Key words:

Emotional Quotient, Mentoring,
Blue Ocean Strategy, Transformation,
Organisational growth.

ABSTRACT

The importance of EQ has been rising consistently over recent few years. With the increase in intolerance among the people both personal and professional arenas have turned into a battlefield with bloodshed creating a red ocean. People firstly fail to understand their emotions and even if they do they fail in managing their emotions. It is also a role of education that should equip the students with the tools to manage their emotions. A concrete mentoring process supports the students to effectively understand as well as manage their emotions. Hence leading to the reduction in the gap and increasing the tolerance level. When an education institution produces students with high EQ it invariably contributes towards the better performance and organisational growth. The institution becomes the player in Blue Ocean which is a win-win situation for all. This paper first explores the level of the emotional intelligence possessed by the students. It then proves that the students are not able to manage their emotions. Further the work suggests how mentoring can interfere and facilitate the transformation in the students.

Copyright©2016, Dr. Anupama.K. Malagi and Ms. Rashmi Shetty. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Citation: Dr. Anupama.K. Malagi and Ms. Rashmi Shetty, 2016. "Improving the eq level of students through mentoring - A blue ocean strategy for organizational effectiveness", *International Journal of Current Research*, 8, (06), 34434-34438.