

FIRST EDITION



**Beyond Lectures:  
Insights from Business Disciplines-  
*(Cultivating Writing Culture in Marketing,  
Management, Finance & Economics)***

FACULTY OF BUSINESS MANAGEMENT

**Beyond Lectures:**  
**Insights from Business Discipline-**  
***(Cultivating Writing Culture in Marketing,***  
***Management, Finance & Economics)***

Editor

Dr Nor Azairiah Fatimah Othman



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## **PREFACE**

It is with great pleasure that we present *Beyond Lectures: Insights from Business Disciplines* (Cultivating Writing Culture in Management, Marketing, Finance & Economics), a collective effort of academicians from Faculty of Business and Management, UiTM Johor Branch, who are deeply passionate about advancing knowledge and sharing insights in their respective fields.

This book aims for cultivating a writing culture among academics while providing a platform for sharing research, reflections, and practical perspectives. Each chapter represents the unique expertise and experiences of the contributors, offering readers valuable insights into contemporary issues in management, marketing, finance, and economics.

The process of compiling and editing this book has been both challenging and rewarding. It has brought together diverse voices and ideas, which we hope will inspire readers to further explore, discuss, and apply these concepts in their own professional and academic contexts.

On behalf of the editorial team, I would like to express my sincere gratitude to all contributors for their dedication and commitment to this project. Special thanks are also extended to the reviewers, advisors, and the Faculty of Business and Management, UiTM Johor Branch, for their continuous support and encouragement throughout this publication journey.

We hope this book will serve as a valuable resource for students, academics, and practitioners alike, and that it will stimulate further interest and research in the dynamic field of business studies.

**DR. NOR AZAIRIAH FATIMAH OTHMAN**

Chief Editor

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## **FOREWORD**

It is an honor for me to write the foreword for *Beyond Lectures: Insights from Business Disciplines (Cultivating Writing Culture in Management, Marketing, Finance & Economics)*. This book is a testament to the dedication and collaborative spirit of our academic community at the Faculty of Business and Management, UiTM Johor Branch.

The chapters compiled in this volume reflect the diverse expertise of our lecturers, covering important themes in management, marketing, finance, and economics. This effort not only enriches the body of knowledge in these disciplines but also nurtures a strong writing culture among our academics, which is crucial in fostering critical thinking and scholarly contribution.

I congratulate the editorial team for their commitment and perseverance in bringing this project to fruition. Their efforts have resulted in a book that will undoubtedly serve as a valuable reference for students, lecturers, and industry practitioners.

It is my hope that this publication will inspire more academics to share their work, contribute to intellectual discourse, and strengthen the connection between theory and practice.

Congratulations to everyone involved in making this book a reality.

**DR. NOR HAZILA ISMAIL**

Head of School  
Faculty of Business and Management  
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2025

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## BEYOND IQ: THE ROLE OF EMOTIONAL INTELLIGENCE AND SPIRITUAL INTELLIGENCE IN DAILY LIFE

Zanariah Abdul Rahman, Syaidatul Zarina Mat Din & PM Dr Akmal Aini Othman

### Introduction

In an era defined by rapid technological advancement and social change, the ability to understand and manage emotions while finding meaning and purpose in life has become increasingly important. Two concepts that address these needs are Emotional Intelligence (EI) and Spiritual Intelligence (SI). Emotional Intelligence refers to the capacity to recognize, understand, and manage one's own emotions as well as those of others (Goleman, 1995). Spiritual Intelligence, on the other hand, involves the ability to apply spiritual values, meaning, and purpose to enhance daily functioning and relationships (Zohar & Marshall, 2000). Both forms of intelligence extend beyond cognitive or analytical skills, emphasizing the holistic nature of human development. In everyday life, EI and SI contribute to personal well-being, social relationships, workplace effectiveness, and overall life satisfaction.

### Emotional Intelligence in Daily Life

Emotional Intelligence is widely recognized as a key determinant of personal and professional success. Goleman (1995, 1998) popularized the concept by highlighting five major elements: self-awareness, self-regulation, motivation, empathy, and social skills. These components are particularly useful in understanding how EI functions in practical situations.

First, **self-awareness** enables individuals to recognize their emotional states and understand how these influence their behavior. For example, a person who realizes that they are feeling anxious before a presentation can take steps to calm themselves, thereby performing more effectively.

Second, **self-regulation** is critical in managing impulses and controlling negative emotions. Individuals with strong EI tend to be less reactive and more adaptable to change, which is particularly valuable in stressful situations.

Third, **motivation** reflects the drive to achieve goals and maintain optimism even in the face of challenges. Emotionally intelligent individuals tend to approach obstacles with resilience and persistence.

Fourth, **empathy** plays a vital role in social relationships. By understanding others' emotions, individuals can respond more compassionately and build trust. In both personal and professional settings, empathy strengthens communication and cooperation.

Finally, social skills are essential in leadership and teamwork. Leaders with high EI are better able to inspire and motivate their teams, fostering a positive work environment. Studies have shown that emotionally intelligent leaders increase job satisfaction and reduce employee turnover (Cherniss, 2010).

### Ability-based Model of Emotional Intelligence

In addition to Goleman's widely accepted context, Mayer, Salovey, and Caruso (2004) provided a more theoretical and ability-based model of EI, which includes four core branches: perceiving emotions, using emotions to facilitate thought, understanding emotions, and managing emotions.

**Perceiving emotions** refers to the ability to accurately detect emotions in oneself and others, often through nonverbal cues such as facial expressions and body language.

**Using emotions** to facilitate thought involves harnessing emotional states to prioritize thinking, problem-solving, and creativity. For example, a positive mood may broaden perspective and enhance innovation.

**Understanding emotions** is the capacity to analyze complex emotions and how they evolve over time, such as recognizing that disappointment may lead to sadness or anger.

**Managing emotions** represents the ability to regulate emotions in oneself and others, promoting growth, harmony, and effective social interaction.

By combining both Goleman's practical framework and Mayer et al.'s theoretical model, Emotional Intelligence can be seen not only as a set of useful interpersonal skills but also as a measurable cognitive ability that enhances life outcomes.

### **Similarities and Differences between the Two Models**

Although Goleman's and Mayer, Salovey, and Caruso's frameworks differ in emphasis, both share a fundamental agreement where emotions play a central role in human intelligence, decision-making, and relationships. Both perspectives highlight that emotional awareness and regulation are essential for personal growth and effective social interaction. They also agree that EI is not fixed but can be developed through practice and reflection.

However, there are also notable differences. Mayer et al. view Emotional Intelligence as a form of ability-based intelligence that can be objectively measured, similar to cognitive intelligence. Their model is more theoretical and research-oriented, focusing on how individuals perceive, use, understand, and manage emotions in a structured way.

In contrast, Goleman conceptualized EI more broadly as a combination of skills and competencies relevant to real-world success, particularly in leadership and the workplace. His framework, although less formal from a scientific standpoint, has been influential in organizational psychology and popular literature.

In short, Mayer et al. emphasize the cognitive ability aspect of emotions, while Goleman emphasizes the practical application in life and work. Together, they provide a comprehensive view of Emotional Intelligence that is both scientifically rigorous and practically relevant.

### **Spiritual Intelligence in Daily Life**

While EI focuses on emotions, Spiritual Intelligence (SI) extends the conversation to meaning, values, and higher consciousness. Zohar and Marshall (2000) defined SI as "the intelligence with which we address and solve problems of meaning and value." It involves the ability to reframe situations, transcend ego, and align actions with deeply held values.

One of the most significant aspects of SI is purpose and meaning. Individuals with high SI view challenges as opportunities for growth and interpret life events within a larger context. This perspective fosters resilience and reduces feelings of despair in difficult circumstances (King & DeCicco, 2009).

Another dimension is compassion and altruism. SI encourages individuals to act in alignment with moral values and contribute positively to society. For instance, practicing mindfulness or engaging in community service reflects the influence of SI in shaping ethical behaviour.

Moreover, SI promotes inner peace and well-being. Through practices such as meditation, prayer, or reflection, individuals cultivate self-transcendence and balance, which contribute to mental health. Research has shown that SI correlates with lower stress levels and greater life satisfaction (Amram & Dryer, 2008).

### **Integration of Emotional and Spiritual Intelligence**

Although distinct, EI and SI are deeply interconnected. Emotional intelligence provides the foundation for understanding and managing personal feelings, while spiritual intelligence adds depth by connecting emotions to values and meaning. Together, they contribute to holistic development.

In personal life, EI helps in resolving conflicts and maintaining relationships, while SI ensures that these relationships are guided by compassion and ethical principles. In the workplace, EI improves teamwork and productivity, while SI provides a sense of shared purpose, enhancing organizational culture. In education, both EI and SI encourage students to balance academic performance with character development, preparing them for lifelong challenges.

A holistic life requires both forms of intelligence. EI allows individuals to navigate social complexities effectively, while SI provides direction and a moral compass. The integration of EI and SI thus equips individuals with the tools necessary for success and fulfilment in a rapidly changing world.

### **Conclusion**

In conclusion, Emotional and Spiritual Intelligence represent essential aspects of human growth that transcend traditional measures of intelligence. Emotional Intelligence emphasizes self-awareness, empathy, and relationship management, while Spiritual Intelligence emphasizes meaning, values, and transcendence. Together, they empower individuals to lead balanced, ethical, and purposeful lives. As society continues to evolve, the development of both EI and SI will become increasingly important for fostering resilience, harmony, and well-being.

## **References**

