Guna (Behavioural Qualities) as a means to promote Emotional Intelligence in the Academic Success of University Students in India

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Abstract
To understand the relationship among Guna and Emotional Intelligence (EI) and their impact in carving the student’s personality. The study was conducted on 293 students of Universities in Northern India. The data was collected through self-structured questionnaire. The filled questionnaires were then edited, decoded and analysed. The data was analysed through descriptive statistics, SPSS 20 version, Smart-PLS 3. The results indicate the significant positive relationship between the Guna, EI (EI) and academic success. Study demonstrated that Guna and EI both predict and facilitate the academic success among university students. The growing influence of Guna on EI in academic success is significant for students to be equipped with as EI skills allow them to perform more efficiently and effectively. It will help students to balance their emotions and their overall development.

I. Introduction
EDUCATION IS ONE THE MOST important aspect that is not only important for the student but it is equally important for the growth of the nation. An educated person has the ability to think beyond boundaries and innovatively contributes to the society. The inculcation of academic knowledge and expertise among the individual is enhanced through learning and academic performance. The pressure of the parents on the education sector to improve academic performance bound them to come up with advanced strategies (Kapur, 2018). In current system of education across world is keeping the expectations from the students where everyone is seeking for a bypass for achievement in their lives. In the today’s dynamic setting of education sector students have to perform multiple roles where it is desired to cultivate consciousness, good behavioural qualities, assertiveness and EI for the unforeseen challenges of life and value education (Preeti, 2013).

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