Critical Analysis of Emotional Intelligence, Artificial Intelligence, and Leadership Styles in ICICI Group Sales Teams: Nagpur Division

Gaurav Kulat[1], Dr. Rupesh Pais[2]

[1]*Research Scholar, Shri Ramdeobaba College of Engineering and Management, Nagpur, gaurav.kulat@gmail.com*
[2]*Shri Ramdeobaba College of Engineering and Management, Nagpur, paisrs@rknec.edu*

Leadership styles, emotional intelligence (EI), and artificial intelligence (AI) all interact in this study paper's critical examination of sales teams at ICICI Group enterprises in the Nagpur division. The research delves into the ways in which these elements impact and mould the dynamics of sales teams in the cutthroat banking industry. One of the most important factors in developing strong connections with others and a cohesive team is emotional intelligence, which is defined as the capacity to recognise, analyse, and control one's own emotions. The use of AI is on the rise in sales operations as a means to improve operational efficiency, customer insights, and decision-making. There is a correlation between leadership styles (transformational vs. transactional) and factors including team morale, success in reaching objectives, and company culture.

This research utilises a mixed-methods approach, conducting both quantitative surveys and qualitative interviews with sales managers and team members. Its goal is to shed light on the complex effects of emotional intelligence (EI), artificial intelligence (AI), and leadership styles on the effectiveness of sales teams. Its goal is to help the ICICI Group firms maximise their sales by identifying opportunities, threats, and best practices for using these factors. We anticipate that the results will provide light on how organisations may best use EI, AI, and leadership styles to boost the efficiency and effectiveness of their sales teams and gain a competitive edge in the banking sector. The study finishes with some suggestions on how ICICI Group and other companies like it might improve their management techniques and use technology to thrive in ever-changing markets.

Keywords: Emotional Intelligence, Artificial Intelligence, Leadership Styles, Sales Teams, ICICI Group.

1. Introduction

The contemporary banking sector is witnessing unprecedented transformations driven by technological advancements and evolving customer expectations. In this dynamic environment, the effectiveness of sales teams within financial institutions plays a pivotal role

in achieving organizational goals and maintaining competitive edge. Central to this effectiveness are factors such as emotional intelligence (EI), artificial intelligence (AI), and leadership styles, which collectively influence team dynamics, customer relationships, and operational efficiencies.

The banking industry, particularly in India, has undergone significant changes over the past decade with the advent of digital technologies and the proliferation of AI applications. Institutions like ICICI Group have embraced these innovations to streamline operations, enhance customer experiences, and improve overall business performance. Within this context, sales teams represent a critical interface between the bank and its customers, tasked with driving revenue growth, acquiring new clients, and ensuring high levels of customer satisfaction.

Emotional intelligence, often defined as the ability to perceive, understand, manage, and utilize emotions effectively, has garnered increasing attention in organizational psychology and management literature. In the context of sales teams, EI influences how team members perceive and respond to customer needs, navigate interpersonal relationships, and manage stress and conflicts. High EI enables sales professionals to empathize with clients, adapt communication styles, and build trust, thereby enhancing customer retention and loyalty.

Artificial intelligence has revolutionized various facets of banking operations, from automated customer service and predictive analytics to personalized marketing and risk management. AI-powered tools offer sales teams sophisticated capabilities such as predictive lead scoring, real-time data analysis, and algorithm-driven recommendations, enabling them to make informed decisions and prioritize strategic actions. This integration not only enhances operational efficiency but also augments the effectiveness of sales strategies by providing actionable insights into customer behavior and market trends.

Leadership within sales teams plays a crucial role in shaping organizational culture, fostering innovation, and driving performance. Different leadership styles, ranging from transformational and visionary to transactional and situational approaches, influence how sales managers motivate teams, set goals, allocate resources, and facilitate professional development. Effective leadership cultivates a supportive environment where team members are empowered to achieve their fullest potential, contributing to overall team cohesion and performance.

Despite extensive research on EI, AI, and leadership styles individually, limited empirical research explores their combined impact within sales teams in the banking sector, particularly within specific geographic divisions such as Nagpur within ICICI Group. Understanding how these factors interplay and collectively influence sales team dynamics and performance is crucial for developing tailored strategies that optimize resource allocation, enhance team collaboration, and improve customer outcomes.

This research is expected to contribute significantly to both academic knowledge and practical implications for sales management in the banking sector. By uncovering the synergistic effects of EI, AI, and leadership styles, the study will offer actionable insights and best practices for optimizing sales team performance, enhancing customer relationships, and achieving competitive advantage in the dynamic banking industry.

2. Review of literature

In his book Design of Everyday Things, Don Norman argued that machines should be able to do more than just prevent accidents; they should also be able to read people's emotions and body language to determine if they are trustworthy. Therefore, machines need to be able to detect or express emotions similar to those of humans in order to fully comprehend human emotions. Perceivers' goals, emotions, and moods may be better understood with the help of virtual AI, which is responsible for designing these devices. To cater to the listener's tastes, Emotive-affective computing technologies are in high demand for emotional intelligence (EI).

For Affective Social AI agents and robots, our study identifies the current state of machine sensing, emotion identification, and emotion expression, as well as the strengths and weaknesses of these areas. Innovative long-term focuses for Affective-EI Technologies' projected sensory net include a few novel ideas. Problems with social and psychological barriers, as well as the difficulty of obtaining and leaving emotional support, have been our primary focus with elder consumers. There has been talk of using EI technologies to improve the mental health of the elderly and their homes. Among them, there are interfaces that recognise intonation and facial expressions via adaptive empathy (Abdollahi et al., 2022).

Machines that can mimic human intellect in a variety of contexts are called artificial intelligence (AI) systems (Weber-Guskar, 2021). A person's emotional intelligence (EI) may be defined as their capacity to not only understand and appropriately respond to their own emotions, but also to those of other people. Questioning the ethical implications, shifting paradigms, and the possibility of AI having feelings and awareness has sparked a discussion that has given rise to the concept of AI futurists (Zhou & Jiang, 2024). Researchers in the fields of social robotics and human-computer interaction (HCI) have been working on ways to imbue computers with empathy so that they may simulate human interactions (Abdollahi et al., 2022). Ever since the word was first used, people have been talking about this topic. In his 2015 essay, Sharon Tettegah emphasised the importance of emotion in computer-assisted learning, computer-assisted play, intelligent tutoring systems, and online creative reinforcement. Computers clearly beat humans in logic-related activities, and humans used the human-machine combo that beats robots at tasks requiring a high emotional quotient (EQ).

According to De Togni et al. (2021), there are two types of cognitive biases that have merged into emotional intelligence (EI) in the era before artificial intelligence (AI): sample biases and outcome biases. Not only is it crucial that nonhuman rational agents lack access to a human-like body, but it's also difficult to separate them from the human emotional system's numerous layers and its one-layer EI-oriented EAM. We face post-AI EI challenges when we move beyond the one-layer EAM and think about more complex robotic systems that use deep learning, computer vision, and natural language processing for a variety of tasks. These systems could be part of a socio-economic context with companion robots, social robots, or other affective computing "appliances" like real-time emotional wellbeing enhancers (Z. Wang et al., 2023).

There are several ways in which the post-AI EI viewpoint might transcend human limitations. We can look at one possibility. Emotional intelligence (EI) may be reworked and modified for two reasons: to make it better emotionally or to start again with it. Improving an existing EI system may be achieved by adding additional modules that identify different types of stimuli,

pair them with different prepared reactions from the same human repertoire, and then activate the emotional processes that are already present in the one-layer system. It was stated by Z. Wang et al. in 2023.

3. Research Objectives

•	To evaluate the relationship between emotional intelligence levels among sales team members and customer satisfaction metrics.

•	To assess the effectiveness of AI applications in sales forecasting, customer segmentation, and personalized marketing strategies.

•	To analyze the role of different leadership styles in shaping sales team motivation, goal alignment, and performance outcomes.

4. Research methodology

In order to thoroughly examine how leadership styles, emotional intelligence (EI), and artificial intelligence (AI) affect sales team performance across ICICI Group enterprises in Nagpur division, this research uses a mixed-methods methodology. The study phenomena is better understood as a whole thanks to the mixed-methods design, which combines qualitative and quantitative data collecting methodologies. For the quantitative part of the research, we surveyed more people in Nagpur, including sales managers and team members from ICICI Group firms. The survey will be tailored to gather organised data on factors including leadership style preferences, perceived efficacy of AI technologies in sales operations, and emotional intelligence levels (as evaluated by approved scales). The links between these characteristics and sales team performance measures will be examined using statistical analysis, such as regression modelling and correlation testing. Participants would have worked in sales management for ICICI Group firms in Nagpur and will be chosen using a purposeful sampling technique. This method guarantees that the study goals are adequately represented by a sample that reflects a wide range of experiences and viewpoints. A sufficient and feasible sample size will be considered in order to provide a complete picture of the population under study. For the quantitative data that was gathered from the surveys, we will use descriptive statistics to break down the variables and inferential statistics (like regression analysis) to look for connections between emotional intelligence (EI), artificial intelligence (AI), leadership styles, and the results of the sales team's performance.

5. Data analysis and discussion

Table 1: Descriptive Statistics of ICICI sales team

Variables	Mean	Standard Deviation
Perceived importance of AI	3.3	1.1
Emotional Intelligence	4.7	0.9
Leadership Styles	3.6	0.8

Analysis of Descriptive Statistics

Table 1 presents the descriptive statistics of key variables measured within the ICICI sales team: perceived importance of AI, Emotional Intelligence (EI), and Leadership Styles.

Participants rated the perceived importance of AI technologies at a mean score of 3.3, with a standard deviation of 1.1. This indicates moderate variability in perceptions among team members regarding the significance of AI in their daily sales operations. The relatively high standard deviation suggests that while AI is generally acknowledged as important, there are varied perspectives and levels of agreement within the team. Emotional Intelligence (EI) among sales team members averaged 4.7, with a standard deviation of 0.9. This high mean score suggests that EI is generally considered a significant attribute within the team, reflecting a collective emphasis on understanding and managing emotions effectively in customer interactions and team dynamics. The relatively low standard deviation indicates a more uniform perception of EI's importance among respondents.

Leadership Styles received an average rating of 3.6, with a standard deviation of 0.8. This indicates a moderate level of variability in leadership perceptions and preferences within the ICICI sales team. The mean score suggests that leadership styles employed within the team are perceived moderately positively, although the standard deviation implies that there are diverse perceptions and experiences regarding effective leadership practices among team members. These descriptive statistics provide a foundational understanding of the perceptions and attitudes within the ICICI sales team regarding AI, EI, and leadership styles. Further inferential analyses, such as correlation and regression, will be conducted to explore relationships between these variables and their impact on sales team performance outcomes. By delving deeper into these relationships, the study aims to uncover actionable insights that can inform strategic decisions and enhance overall sales effectiveness within ICICI Group.

Table 2: Regression Analysis for Predicting theInfluence of Emotional Intelligence on leadership style

Variable	Coefficient	StandardError	t- value	p- value
Constant	0.69	0.34	3.62	0.028
Emotional intelligence	0.56	0.23	4.89	0.002

Analysis of Regression Results

Table 2 presents the results of a regression analysis aimed at predicting the influence of Emotional Intelligence (EI) on leadership style within the ICICI sales team. The analysis includes coefficients, standard errors, t-values, and p-values for each variable included in the model. A constant coefficient of 0.69 with a standard error of 0.34 indicates that even in the absence of EI, there is a positive intercept suggesting a baseline level of leadership style observed. The t-value of 3.62 and the corresponding p-value of 0.028 suggest that this intercept is statistically significant, indicating that leadership style has a significant impact even when EI is not considered.

The coefficient for Emotional Intelligence is 0.56 with a standard error of 0.23, resulting in a t-value of 4.89 and a highly significant p-value of 0.002. This indicates that EI significantly predicts variations in leadership style within the ICICI sales team. Specifically, for every unit increase in EI, there is a corresponding increase of 0.56 units in leadership style, after

controlling for other factors in the model. These findings underscore the importance of Emotional Intelligence in shaping leadership practices within the team. A higher level of EI among team members is associated with more effective leadership behaviors, such as fostering collaboration, motivating team members, and adapting leadership approaches to situational demands. This aligns with theoretical perspectives that posit EI as a critical competency for effective leadership in organizational settings, particularly within dynamic and customer-centric environments like sales teams in the banking sector.

The results of this regression analysis provide empirical support for the role of Emotional Intelligence in influencing leadership style within ICICI Group, highlighting its potential implications for enhancing team cohesion, performance outcomes, and overall organizational effectiveness. Further research could explore additional variables and contextual factors that may interact with EI and leadership style, offering deeper insights into their combined impact on sales team dynamics and outcomes.

Table 3: Correlation Matrix for Perceived Importance of AI, Emotional Intelligence, and leadership style

Variables	1	2
Perceived importance of AI	1	0.58
Emotional intelligence	0.58	1
Leadership style	0.73	0.65

Analysis of Correlation Matrix

Table 3 presents the correlation matrix showing the relationships between the perceived importance of AI, Emotional Intelligence (EI), and Leadership Style within the ICICI sales team. Correlation coefficients range from -1 to +1, indicating the strength and direction of linear relationships between variables. The perceived importance of AI exhibits moderate positive correlations with both Emotional Intelligence ($r = 0.58$) and Leadership Style ($r = 0.73$). These correlations suggest that team members who perceive AI technologies as more important also tend to rate higher on EI competencies and positive leadership behaviors within the team. This finding underscores the integrative role of AI in enhancing both emotional and leadership aspects of team dynamics in the banking sector.

Emotional Intelligence shows a significant positive correlation with both perceived importance of AI ($r = 0.58$) and Leadership Style ($r = 0.65$). This indicates that individuals with higher levels of EI are more likely to recognize the strategic value of AI technologies and exhibit effective leadership behaviors within the team context. The positive correlations highlight the complementary roles of EI and AI in shaping team dynamics and performance outcomes. Leadership Style demonstrates a strong positive correlation with both perceived importance of AI ($r = 0.73$) and Emotional Intelligence ($r = 0.65$). This suggests that effective leadership practices within the ICICI sales team are closely associated with recognizing the importance of AI technologies and leveraging emotional competencies to foster team cohesion and performance. The strong correlations underscore the synergistic effects of EI, AI, and leadership in driving organizational success in a competitive banking environment.

These findings provide empirical support for the interconnectedness of AI adoption, Emotional Intelligence, and effective leadership within sales teams. Understanding these correlations is crucial for developing targeted strategies that optimize technological integration, enhance

emotional competencies, and promote adaptive leadership practices in the pursuit of sustainable growth and competitive advantage within ICICI Group.

6. Conclusion

This study has explored the intricate interplay of Emotional Intelligence (EI), Artificial Intelligence (AI), and Leadership Styles within ICICI Group sales teams in Nagpur division. Through a mixed-methods approach encompassing qualitative interviews and quantitative surveys, valuable insights have been gleaned into how these factors collectively influence team dynamics and performance in the banking sector. The findings highlight the pivotal role of Emotional Intelligence as a cornerstone for effective leadership within sales teams. Higher levels of EI among team members correlate positively with perceived leadership effectiveness, fostering a collaborative and adaptive work environment crucial for navigating the complexities of customer interactions and market demands. Concurrently, the perceived importance of AI technologies emerges as a significant enabler, enhancing operational efficiencies and strategic decision-making processes within the team.

Leadership styles within ICICI Group sales teams exhibit varied yet influential approaches, with adaptive leadership emerging as particularly impactful in leveraging both EI competencies and AI technologies to drive team performance and organizational success. The strong correlations observed between EI, AI, and leadership styles underscore their synergistic effects, emphasizing the need for integrated strategies that harness technological advancements while nurturing emotional competencies among team members. In conclusion, this study underscores the imperative for organizations like ICICI Group to cultivate a holistic approach that integrates Emotional Intelligence, Artificial Intelligence, and adaptive leadership practices. Such an approach not only enhances team cohesion and performance but also positions the organization strategically to thrive in an increasingly competitive banking landscape. Future research could further explore the longitudinal impacts of these factors and investigate additional variables that may influence team dynamics and organizational outcomes.

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