

**INTERACTION BETWEEN EMOTIONAL INTELLIGENCE AND
ENVIRONMENTAL SENSITIVITY: A RESEARCH ON KAYSERİ FIRMS, WHICH
ENTERED THE TOP 500 IN TURKEY BETWEEN 2014 AND 2017**

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ABSTRACT

Business cannot act independent of their environment. The dynamic structure of interaction with internal and external environment, force companies to act more sensitive to environmental issues. In recent years, the importance of environmental problems for economic progress has been emerged. Models of sustainable development have become directly relevant to environmental factors, and environmental sensitivity has increased all developed countries.

Not just bigger production companies but all actors of economy, started to adopt structures which is in harmony with nature. Businesses are converting into organic structures which are compatible with the ecosystem.

The purpose of this study is to determine the interaction between emotional intelligence and understanding of environmental sensitive business. In this study, we will investigate the relationship between emotional intelligence and sensitivity of environment within first 500 companies in Turkey originated from Kayseri. By explaining emotional intelligence, and environmentally sound business sense, the conceptual review of the literature has been made on whether similar studies done previously.

Keywords: Environmentally sensitive management, emotional intelligence, ecology, ecosystem, environmental awareness, the administrator,

**DUYGUSAL ZEKÂ İLE ÇEVREYE DUYARLILIK ARASINDAKİ ETKİLEŐİM:
2014-2017 YILLARI ARASI TÜRKiYE'DE İLK 500'E GİREN KAYSERİ
FİRMALARI ÜZERİNE BİR ARAŐTIRMA**

ÖZET

İŐletmeler buldukları çevreden bağımsız hareket edemezler. İç ve dıŐ çevre ile etkileŐimin dinamikliĐi, iŐletmeleri çevre konusunda daha duyarlı davranmaya zorlamaktadır. Son yıllarda, çevresel sorunların ekonomik ilerleme için nedenli önemli olduĐu ortaya çıkmıŐtır. Sürdürülebilir kalkınma modelleri çevresel faktörlerle doĐrudan alakalı hale gelmiŐ ve bütün geliŐmiŐ ũlkelerde çevresel hassasiyet artmıŐtır.

Sadece büyük üretim yapan iŐletmeler deĐil ekonominin bütün aktörleri, doĐa ile barıŐık yapılara bürünmeye baŐlamıŐtır. İŐletmeler, ekosisteme uyumlu organik yapılara dönüşmektedirler.

AraŐtırmanın amacı duygusal zekâ ile çevreye duyarlı iŐletmecilik anlayıŐı arasındaki etkileŐimin belirlenmesidir. Bu çalıŐma ile Türkiye'de ilk 500'e giren Kayseri firmaları üzerinde duygusal zekâ ile çevreye duyarlılık arasındaki iliŐki araŐtırılacaktır. Duygusal zekâ ve çevreye duyarlı iŐletmecilik kavramsal anlamda açıklanarak literatür taraması yapıldıktan sonra, benzer çalıŐmaların daha önceden yapılıp yapılmadıĐı ortaya konulmuŐtur.

Anahtar Kelimeler: Çevreye duyarlı iŐletmecilik, duygusal zekâ, ekoloji, ekosistem, çevre bilinci, yönetici.

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INTRODUCTION

With the development of technology, while the world blessings are benefited more, on the other hand, the equilibrium conditions in the ecosystem are disrupted. The wastes that occur with exceeding the natural progress velocity and the deterioration of balance, a structure that cannot self-clean by the natural system where human intervention is required have formed. And, societies have had to produce serious solutions to the environmental problems that have reached a dimension that threatens humanity (Yılmaz et al., 2005).

Considering the fact that businesses are greatly affected by the economic conditions in which they exist, it is natural to evaluate other economic factors such as reaction and instauration with economic activities and environmental relations, sensitivity to the environment, environmental strategies such as forecasting and prevention, sustainable development, free-market environmentalism, and green economy that originates from environmental factors in the environmental sensitive business understanding. However, the intellection of environmental sensitivity should be related to ontological reasons not only because of external factors affecting the individual but also because of the humanity connection of the person.

1. EMOTIONAL INTELLIGENCE

Psychologists have made inextricably connections between the brain, body, and behaviour (Yeung, 2009). Our brain has two input systems that are different from each other. One of them processes the informatics while the other process the meaning. One of them strives in the logical and cognitive level, the other is interested in feelings or effects. Both systems process all the inputs received by the brain simultaneously. It is a fact that your knowledge and logic guide your emotions, while your emotions stimulate and energize your conscious information. It is a very important fact for all of us, that we need thoughts and emotions to sustain our lives in a healthy way (Barutçugil, 2002).

There was largely no consensus on the scale method of the IQ and how measure the IQ. Unlike IQ, emotional intelligence has added a different dimension to the concept of intelligence (Cherniss, 2006). According to Goleman (1995), emotional intelligence is the basic life skills that have tenacity, persistence, self-mobilization, provide an understanding of what others feel, and the ability to master impulses.

Perceiving emotions, defining emotions, finding the structures expressed by emotions, depicts human structures as well as their culture. Perception of emotions makes it possible to know the force that conveys the information that it represents to the emotional processing. This is the emotional function of intelligence (Salovey and Grewal, 2005). The main indicators of emotional intelligence are social interactions, ratiocination, and sensitivity to social signs (Deidre et al., 2007).

Emotional intelligence and learning have an organizational side. Younger firms are more inclined to learn than older organizations. Giving flexibility to businesses with strategies brings competitive advantage in experienced businesses (Ladd and Chan, 2004). By trying to separate emotions from intelligence, not only within organizations but also in our private lives, great costs can be paid. This result cannot be reached only intuitively. It also leads us to this conclusion that modern science is the basis of everyday emotional intelligence (not just IQ or brain power), good decisions, the most dynamic and profitable organizations, the most satisfactory and successful lives (Cooper and Sawaf, 2003).

Stability and emotional intelligence are the heart of the success of the knowledge leader. Knowledge leaders are well aware of the timing and positioning of going forward with information management in the business. Continuing change with establishing and maintaining key relationships and, business priorities are vital components of a strong, harmonious leadership style. Knowledge leaders take examples from other organizations to strongly convey their messages to the enterprise in embracing the potential benefits of knowledge management practices (Drucker, 1999).

Research in the literature about emotional intelligence can be classified: the relationship between emotional intelligence and conflict management strategies (Özdemir and Özdemir; 2007), the role of emotional intelligence in academic career development (Aksaraylı and Özgen; 2008), emotional intelligence in the working environment (Gürbüz and Yüksel; 2008), the relationship between emotional intelligence and organizational citizenship behavior (Acar et al .; 2009), the relationship between emotional intelligence and anthropology (Drew and Henne, 2006: 34), the effect of emotional intelligence on customer focus and sales performance (Varinli et al.; 2009), the role and importance of emotional intelligence in the success of institutions (Doğan & Demiral; 2007), emotional intelligence and leadership (Acar; 2002), emotional intelligence and problem solving (Ismen; 2001), the relationship between emotional intelligence and burnout (Aslan and Özata; 2008), the effect of emotional intelligence on transformational leadership (Erkuş and Günlü; 2008), emotional intelligence and emotional creativity (Averill; 2004), the relationship between emotional intelligence (Girgin; 2009) and social skill levels in teacher candidates (Özabacı; 2004), emotional intelligence levels and ethical reasoning skills of teacher candidates (Doğan Kılıç and Önen; 2009), emotional intelligence dimensions in health administrators (Aslan and Özata; 2006) and the use of emotional intelligence in the evaluation of managerial success (Aricioğlu; 2002). In the literature review, any research involving the relationship of emotional intelligence with environmentally friendly management didn't found.

2. ENVIRONMENTALLY FRIENDLY BUSINESS ADMINISTRATION

Social-ecological economics is both ideological and methodological (Spash, 2009), besides we see that the consequences of technological and scientific development in written and visual media, ecological risks caused by humans, genetically modified foods and chain ecological damages caused by them (Maris, 2009).

Rapid urbanization and population growth in parallel with technological developments and industrialization increase the pressure of human activities on the environment in our country as well as all over the world. In this process, the expansion of production and marketing activities made the use of natural resources more inevitable, and the wastes formed with the continuous increasing consumption tendency reached the dimension threatening the environment and human health due to both quantity and harmful content (Chamber of Accounts Report, 2007).

All living things live in an environment that gives life to themselves. The environment is defined by different people and different perspectives as a concept with very broad meanings. The environment has different meanings. In the broadest sense, the environment is the living and lifeless things that surround and enveloper the human (UNDP, 1993).

Nowadays, when we face the destructive consequences of global warming, the main problem is that it is not even effective so far to the studies and efforts for in preventing the environmental problems and minimize the destructive effects of the environment. In other

words, despite all efforts, biodiversity is still disappearing, desertification is spreading rapidly, the climate is changing, summers and winters continue to interfere (Işıldar, 2008).

While enterprises produce in the ecological environment, they take inputs from the environment on the basis of materials and energy and use them in the production process. There are two types of output at the end of this period. One of them is the produced goods or service itself. The other is harmful elements to the environment, such as emissions and solid wastes. In order to minimize the harm to the environment within the framework of sustainable development approach, enterprises must eliminate these harmful effects (Nemli, 2000). Information technologies change companies and create new products that affect all processes (Porter and Millar, 1985). At the same time, there is a need to increase the local sensitivity to knowledge-based participation, individual environmental responsibility, motivation and sustainable development in order to solve these problems with environmental development problems. The aim here is to create a broad local consciousness with a global education that will strengthen the values, actions, attitudes that will be consistent with continuous improvement (Chapman and Sharma, 2001). If a problem is not solved today, solving this problem in the future will be much more expensive for both governments and the business world. On the other hand, an environment that is unpolluted and aesthetically pleasing means healthy, happy and more productive workers. On the other hand, there are profits from the production and sale of the products needed for pollution prevention and reduction (Dryzek, 1997). The basic point of the environmentally sensitive business is to carry out business activities with this awareness.

The idea that the environmental protection of the 1970s would limit economic development was replaced by an environmentalist understanding of economic growth and capital accumulation (Pepper, 1999: 1-2). Therefore, the actors have also changed and market dynamics and economic actors (for example; producers, customers, consumers, credit institutions, insurance companies etc.) have been given more importance in the process of ecological restructuring than traditional actors such as government agencies (Mol and Sonnenfeld, 2000).

In order to understand the environmental movement in an enterprise, it is an important starting point to determine the perspectives and attitudes of the managers who are most effective on doing things (Chan and Lau, 2000). Executives need to approach environmental management more strategically in implementing this growth model, which requires long-term thinking (Long, 1991).

Environmentally friendly business is a business understanding based on environmental protection and sustainability in all activities (Akdoğan, 2003). Therefore, environmental management practices in the enterprise should be considered and organized with the same importance as the functions of marketing, production, financing and human resources (Shrivastava, 1996). The enterprises, which consider the environment as one of their priorities, form environmental management systems and in parallel with this, they also create environmentally friendly practices in the functional areas (Nemli, 2000).

Studies about environmental sensitivity in the literature can be classified: environmental attitudes (Jemigan and Wiersch, 1978), environmental sensitivity and elitism (Morisson and Dunlap, 1986), environmental sensitivity attitudes of 12th grade students (Roth and Perez, 1989), rural and urban differences in environmentally sensitive (Arcury and Christianson, 1993), environmental sensitivity of Turkish university students: (EAS) factor analysis (Berberoğlu and Tosunoğlu, 1995), anthropocentric(human-centered) character of environmental problems (Ozdemir, 1998), the relationship between high school students'

knowledge and attitudes about environmental sensitivity (Bradley et al., 1999), environmental sensitivity of manner and behavior of high school students in Hong Kong (Kara and Chan, 1996), environmental sensitivity of knowledge levels and attitudes children in classroom activities (Leeming and Porter, 1997), German high school students attitude and behaviour for environmental sensitivity (Kuhlemeier et al., 1999), environmental sensitive education and attitudes (Pooley and O'Connor, 2000), environment-friendly management understanding (Nemli, 2001), investigation of the energy saving behavior of male and female students at home with the help of the planned theory of behavior (Erten, 2002), secondary education and higher education students' knowledge about environment, environmental concepts and problems (Yılmaz et al., 2002), environmentally sensitive manners and behaviors of Lebanese high school students (Maki et al., 2003), attitudes of teacher candidates towards environmental problems (Şama, 2003), the effects of environmentalist marketing and environmental attitudes on buying behavior of consumers (Çabuk and Nakiboğlu, 2003), examining the environmental sensitivities of university students (Çabuk and Karacaoğlu, 2003), awareness and sensitivity of the medical school students on environmental problems (Özdemir et al., 2004), environmental conscious consumers (Ay and Ecevit), 2005), investigation of environmentally friendly behaviors in pre-school teacher candidates (Ertan, 2005), attitudes towards environmental problems of university students (Ozmen et al, 2005), development and validity of the environmental attitude scale for secondary school students (Long and Scott, 2006), rural environmental problems and social concious level in the development process in Turkey (Acting, 2007), social trends related to the environment in Turkey (Turner, 2007), primary teacher candidates' attitudes towards the environment (Kahyaoğlu et al, 2008), the effects of environmental sensitivity in the buying behavior of consumers (Tatlıdil and Aracıoğlu, 2009), investigation attitudes of high school students towards the environment according to gender (Kaya et al, 2009). In the literature, the vast majority of studies on environmental awareness (especially in our country) are gathered in the axis of students and green marketing, and there are very few studies on environmental awareness of managers and environment-friendly management. In the literature search, no studies have been found which include the effects of personality traits and emotional intelligence on environmentally friendly management or the relationship between three of them.

3. A RESEARCH FOR KAYSERI COMPANIES THAT ENTERING THE TOP 500 IN 2014-2017

Most of the time, people focus on the positions they want to reach, and the fact that people are focused does not carry them to the positions they want. It is necessary to make an effort in that direction and to go through a certain period. At this stage, the emotional conflict follows people and especially managers (Garvin and Roberto, 2008). Therefore, the personality traits and emotional intelligence levels of the managers who have a strong say in the environment-friendly business practices are very important.

With the committed research, company director that works in Kayseri companies entering the top 500 largest company in Turkey in 2014-2017, are intended to reveal whether there is a relationship between emotional intelligence and environmental sensitivity level. The results obtained in line with this aim will have important academic benefits and contributions from the point of view of the applications of the enterprises related to the environment as well as being the first in terms of the subject matter of the study.

3.1. The Purpose of the Research

In order to understand the environmental movement in a business, it is necessary to determine the perspectives and attitudes of the managers who are most effective on doing things (Ricky and Loret, 2000). According to the data of 2014-2017 years with the research, middle (director) and senior managers' that attendant in Kayseri companies entering the top 500 largest company in Turkey emotional intelligence levels and environmental sensitivity attitudes are examined.

Although it is the first in its field as a research subject, it can be a time-consuming qualification and it can take a lot of research into research with large-time research.

3.2. Method and Scope of the Research

The research is limited to health professionals of Kayseri Education and Research Hospital due to time and expense limitations.

3.3. Population and Sample

Participating firms that Kayseri firms entering the first 500 firms in Turkey between 2014-2017 years in research are as follows:

1. Boyçelik Metal San. Tic. A.Ş.
2. Boytaş mobilya San. Tic. A.Ş.
3. Boyteks Tekstil San. Tic. A.Ş.
4. Erbosan Erciyas Boru San. Tic. A.Ş.
5. Has Çelik ve Halat San. Tic. A.Ş.
6. İstikbal Mobilya San. Tic. A.Ş.
7. Kayseri Şeker Fabrikası A.Ş.
8. Kumtel Day. Tük. Mal. Plastik San. Tic. A.Ş.
9. Yataş Yatak ve Yorgan San. Tic. A.Ş.

In the research, the descriptive research design was used with qualitative and quantitative research methods (Kurtuluş, 2008). Of these 14 companies, 58 (60,4%) of the targeted 96 managers were reached.

Table 1: Frequency and percentage distribution of participants according to several variables

Variable	Frequency	Percentage (%)	
Gender	Male	166	60,4
	Female	109	39,6
Age	Age 18-30	29	10,5
	Age 31-40	46	16,7
	Age 41-50	70	25,5
	Age >50	130	47,3
Experience	1-5 years	64	23,3
	6-10 years	59	21,5
	11-20 years	101	36,7
	21 years or more	51	18,5
Term of employment in hospital	<1 year	62	22,5
	1-5 years	67	24,4
	6-10 years	90	32,7
	11 years or more	56	20,4
Job title	Consultant Dr.	55	20,0
	As. Doctor	26	9,5
	Nurse	118	42,9
	Delivery nurse	46	16,7
	Health officer	10	3,6
	Medical secretary	20	7,3

3.4. The Hypothesis and Model of the Research

Hypothesis 1: Emotional intelligence has an impact on environmentally sensitive business administration.

Hypothesis 2: There is a relationship between emotional intelligence subscales and environmentally sensitive business administration subscales.

Research Model:

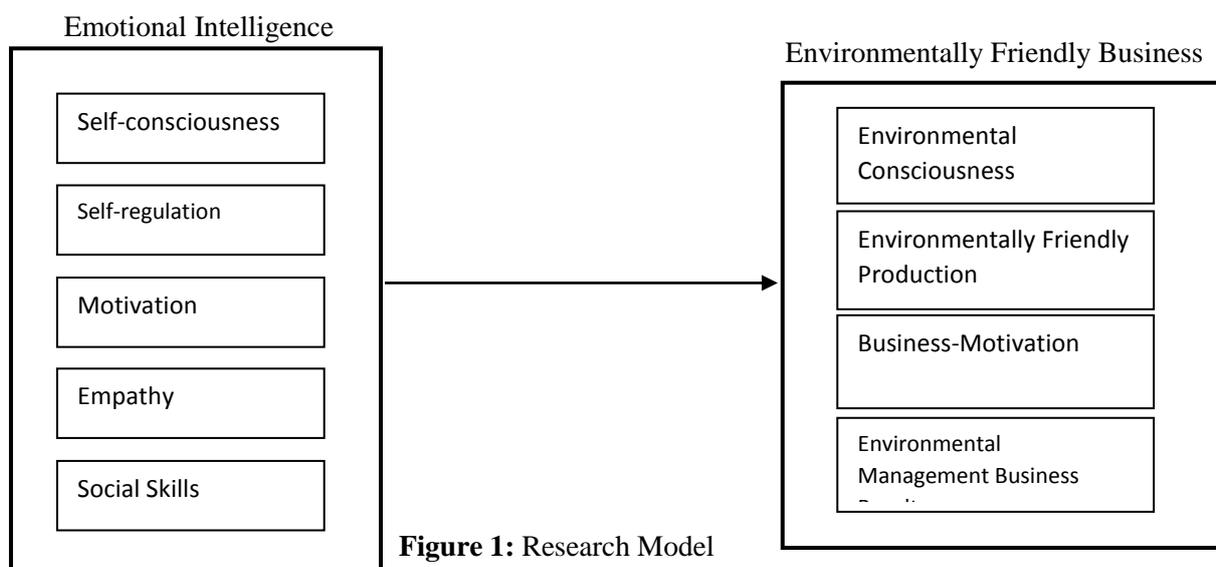


Figure 1: Research Model

The research shown in Figure 1 is the screening model. In this survey, it was aimed to determine the interaction between the levels of manager emotional intelligence and situations of environmental sensitivity of the firms participating in the survey. The impact on environmental sensitivity is considered as a single dimension.

In the study, Goleman's emotional intelligence scale (Goleman; 1998) has not been widely accepted in environmentally sensitive management. For this reason, environmental sensitivity scale that was created by us was used. One of the Kayseri Chamber of Commerce's publications that is Prof. Asuman Akdoğan's book "Çevreye Duyarlı Yönetim ve İşletmecilik" in the creation of the scales included in the environmental sensitivity survey, and Istanbul Chamber of Industry' publication that is Esra Nemli's book "Çevreye Duyarlı İşletmecilik ve Sanayinde Çevre Yönetim istemi Uygulamaları" are used. The environmental sensitivity survey was composed of sub-scales of business outcomes related to the role of management in environmentally responsible business, work and motivation tools, environmental awareness, environmentally friendly production and environmental management.

4.5. Research Results and Data Analysis

Multivariate statistical analyses were used to test the research hypotheses developed for the purposes of the study. Therefore, reliability and validity analyses were performed before the research hypotheses were tested. In this research, the reliability of the scales was determined by internal consistency method. One application of the method of internal consistency is the "alpha coefficient". Alpha coefficient is the most commonly used method to test the reliability of the scale. The alpha coefficient takes numbers ranging from zero to one. In order to mention the reliability of the scale used in the study, the alpha coefficient should be 0.70 and above (Hair et al., 1998).

Multivariate statistical analysis and parametric and nonparametric tests were used to analyse the data obtained from the research. SPSS 22.0 package statistical program was used for the analysis. Frequency distribution, arithmetic mean, standard deviation, percentages, t-test, anova, correlation and regression analysis were performed by SPSS.

Reliability coefficient for emotional intelligence (DZ) testing (Cronbach Alfa) : 90,1

Reliability coefficient for environmental sensitivity (ÇD) testing (Cronbach Alfa) : 76,5

Reliability coefficient for the whole survey (Cronbach Alpha) : 90.2

Descriptive statistics in the research were as follows:

Table 1: Descriptive Statistics for the Research Sample

Age	Frequency	Percentage	Marital Status	Frequency	Percentage
21-30	6	10,3	Married	54	93,1
31-40	20	34,5	Single	3	5,2
41-50	22	37,9	Widowed	1	1,7
51-over	10	17,2	Educational Status	Frequency	Percentage
Working Hours	Frequency	Percentage	High School	8	13,8
1-10 year	11	19,0	Undergraduate	40	69,0
11-20 year	27	46,6	Postgraduate	10	17,2
21-30 year	16	27,6	Duty	Frequency	Percentage
31 yıl and over	4	6,9	Midrange	43	74,1
Enterprise Size	Frequency	Percentage	Higher-up Executive	15	25,9
Less than 500 people	13	22,4	Educational Field	Frequency	Percentage
501-1000 people	27	46,6	Technical Fields	22	37,9
More than 1000 people	18	31,0	Social Fields	36	62,1

The most important points that conspicuous in Kayseri's businesses that entering top 500 in Turkey in 2014-2017 are low number of managers over the age of 50 (17,2%), a high number of young managers (10,3%+34,5%=44,8%) and their education areas are generally concentrated in social areas. Parallel to the multiplicity of young managers, it has been found that 65.6% of those who continue their career in less than 20 years have a high level.

Table- 3: Regression Model Summary

R	R ²	Determination	Standard Error	Change Statistics				
				R ² Change	F Change	df1	df2	Meaningfulness
,406 ^a	,165	,135	,42368	,165	5,438	2	55	,007

Table- 4: Regression Analysis Coefficients^a

Model	Non-Standardized Coefficient		Standardized Coefficient	t	Meaningfulness
	B	Standard Error	Beta		
(Fixed)	1,743	,675		2,582	,013
Emotional Intelligence	,448	,173	,370	2,584	,012

Dependent Variable: Environmental Sensitivity

One of the main reasons for regression analysis is to make predictions about the future. For this, the mathematical regression model should be significant. The table above shows that we can make an estimation with the following mathematical model. The regression model can be written in this form: $Y_{\text{ÇD}} = 1,743 + 0,448 \text{ DZ}$.

Table- 5: Anova Test of Regression Analysis^b

Model	Sum of Squares	Degree of Leisureliness	Square of Averages	F	Meaningfulness
Regression	1,952	2	,976	5,438	,007 ^a
Error Squares	9,873	55	,180		
Total	11,825	57			

a. Prediction Variable: (Fixed), Emotional Intelligence

b. Dependent Variable: Environmental Sensitivity

As can be seen from Table-4; The significance level of emotional intelligence was 0.012, therefore the effect of emotional intelligence on environmental sensitivity was determined (Hypothesis 1 is accepted).

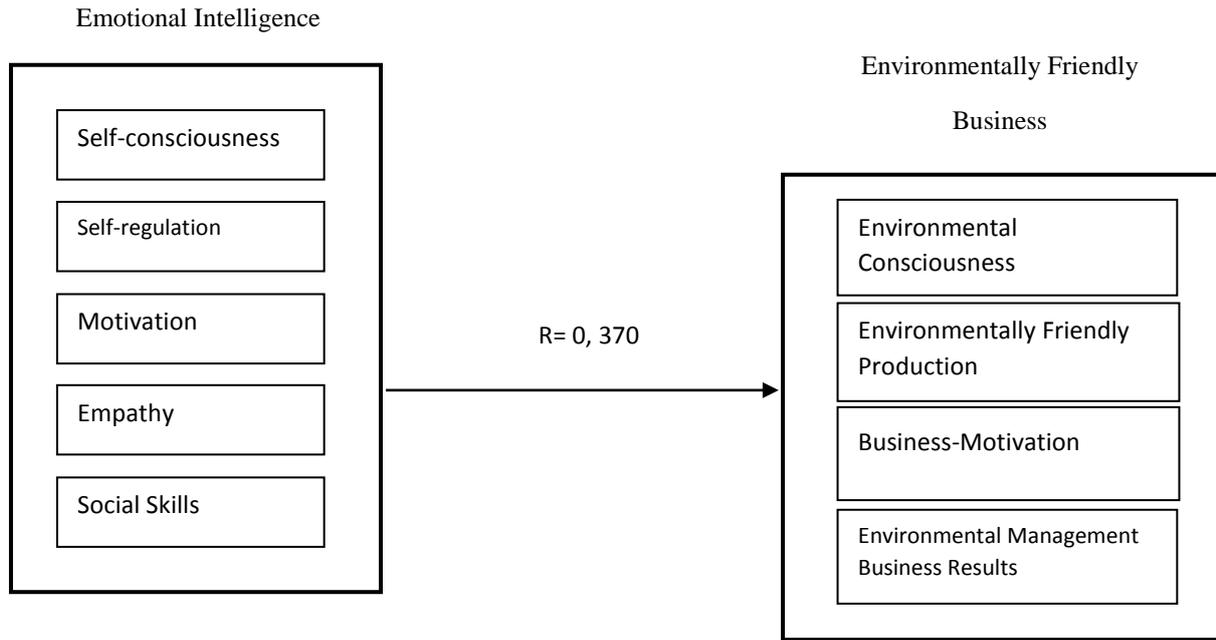


Figure 2: The Effect of Emotional Intelligence on Environment Sensitive Business

When the following table 6 is examined, it will be seen that there is no relationship between environmental consciousness and emotional intelligence subscales from environmentally sensitive management subscales.

There is a one-way positive relationship between environmental management business results that are from environmentally sensitive business subscales and self-conscious (0,320*) that is from emotional intelligence subscales and social skill (0,298*) and motivation (0,313*). There is a bidirectional positive relationship between self-regulation (0,448 **) and empathy (0,372 **).

There is a one-way positive relationship between environmentally friendly production subscales and social skill (0,307 *) from emotional intelligence subscales.

There is a one-way positive relationship between environmental work-motivation that is from environmental sensitivity business and self-regulation that is emotional intelligence scale (0,280 *), motivation (0,269 *) and empathy (0,263 *). Hypothesis 2 partially is accepted.

Table 6: Correlation Matrix Between Subscales of Environment Sensitivity and Emotional Intelligence

	Avg.	S.Hata	1	2	3	4	5	6	7	8	9
1- (DZ), Self-Consciousness	3,983	,5277	1,00								
2-(DZ), Self-Regulation	4,017	,4406	,590**	1,00							
3-(DZ), Motivation	4,010	,5224	,349**	,493**	1,00						
4-(DZ), Empathy	3,931	,4264	,364**	,615**	,545**	1,00					
5-(DZ), Social Skill	3,961	,4845	,495**	,581**	,423**	,636**	1,00				
6- (Environment), Business-Motivation	3,741	,6123	,217	,280*	,269*	,263*	,280*	1,00			
7- (Environment), Consciousness	4,190	,6743	,026	,054	,194	,016	,046	,424**	1,00		
8- (Environment), Friendly Production	3,672	,7167	,155	,168	,112	,131	,307*	,428**	,276*	1,00	
9- (Environment), Management Business Results	4,000	,4503	,320*	,448**	,313*	,372**	,298*	,477**	,154	,308*	1,00

** . p<0,01; * . p<0,05

Hypotheses of the research are as followings:

H1. There is a significant relationship between organizational culture and job stress.

H2. There is a significant relationship between organizational culture and job satisfaction.

H3. There is a significant relationship between job stress and job satisfaction

H4. According to title, job stress, job satisfaction and organizational culture has statistical differences.

H5. According to work experience, job stress, job satisfaction and organizational culture has statistical differences.

H6. According to working time in the institution, job stress, job satisfaction and organizational culture has statistical differences.

5. CONCLUSION AND RECOMMENDATIONS

It is accepted that cognitive intelligence is not sufficient and that the perception of emotions should be balanced in nowadays business understanding.

Our dynamic interaction with the environment and the world that we are in is increasing day by day. Starting of depletion of natural resources, increasing environmental pollution rate, global warming, and recyclable systems take up more and more places in our lives. The interaction actualizes substantial as well as emotional.

As the degree of sensitivity in environmentally friendly business practices is directly related to emotions, environmentally sensitive manager characteristics should be defined, and businesses should consider these in their manager preferences.

In order to solve environmental problems with environmental development problems, there is a need to increase the local sensitivity to participation in the solution, environmental responsibility, and sustainable development. Businesses should add criteria of emotional intelligence to executive selection criteria and benefit from environment-friendly business practices as well as elements such as compliance and vision of the manager. In addition, the

effective use of academicians for environmentally friendly business, which is a new approach, will have very positive results.

Considering the important findings of this study which is the first of its kind in terms of content, considering the limitations and constraints of the study; those who will work later on the subject can be enriched by eliminating the deficiencies of this study and may be offered studies to provide detailed information on the subject.

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