

# APPLICATIONS OF EMOTIONS AND MOODS IN BUSINESS ORGANISATION

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## ABSTRACT

*Emotions and moods have a substantial impact on people's attitudes towards each other, as well as decision-making, creativity, and behaviour. It also has the potential to spark a confrontation with potentially disastrous outcomes. As humans, we cannot dismiss our feelings, but we can recognize and deal with them. Emotions are an inseparable feature of a person's existence and daily struggles. Emotions are intense and short-lived experiences that are frequently triggered by a particular event, whilst moods are longer-lasting experiences with reduced intensity of feelings than emotions that normally occur without the occurrence of a particular event.*

**Keywords:** Emotions, Moods, Organisation, Management.

## INTRODUCTION

### Applications of Emotions and Moods

Many components of organisational behaviour, such as making decisions, innovation, motivation, and management, might influence our understanding of moods and emotions. Decision-making — Emotions and emotions have a substantial impact on a person's life, shaping how they make decisions. Problem-solving skills are enhanced by positive emotions. Individuals with positive emotions and moods are much more likely to make good judgments. As a result, positive people come up with smarter ideas.

Creativity — It seems that individuals who are experiencing positive emotions or moods are much more flexible and transparent, This could also explain why they're productive and original. Managers should seek to maintain staff happiness because that will help them achieve the organisation's objectives more successfully and effectively Andrade & Dan (2009).

Motivation - Individuals are driven to the extent that their actions are expected to result in the desired consequence. Employees who are highly motivated in their occupations are emotionally invested in them, which causes them to become more engaged in their work and physically and emotionally involved in the experience of acting to attain a goal Hume (2012).

Leadership - Leaders who share positive emotions are seen as more effective, while followers who are in a happy emotional atmosphere are more creative. Leaders that are goal-oriented inspire staff to be more optimistic, cooperative, and motivated, resulting in more good social interactions with co-workers and consumers. By sparking emotions and attaching them to an interesting vision, leaders help others accept change and feel attached to a new plan Neharika (2019); Bradley (2020); Hoy (2018).

Work-life satisfaction — Both work and home events have an impact on the relationship between moods and work-life satisfaction. A happy mood at work will usually flow over into

your off-work hours, and a negative mood at work can be transformed into a positive mood after a break. However, the emotions of your household might sometimes interfere with your own. As a result, there is a positive and negative association between emotions and job satisfaction.

Deviant workplace behaviour - Behaviours that are out of the ordinary in the job – Negative emotions that contravene established organisational standards are linked to deviant behaviour. We experience unpleasant sentiments and engage in hostile deviant behaviour when we resent someone for something we don't have but desperately want. Many studies have discovered that individuals who experience negative emotions, specifically anger, are more likely to engage in unethical behaviour at work than people who choose not to.

Customer service—Customer service is influenced by an employee's emotional state, which has an impact on customer satisfaction. Employees may be able to pass on their emotions to customers. When someone expresses pleasant emotions such as laughter and smiles at you, you begin to imitate their behaviour. As a result, when employees display happy emotions, consumers are more likely to respond positively. This is what I refer to as emotional contagion, and it's vital because happy customers buy for longer than angry customers. When an employee is grumpy or obnoxious, though, such unpleasant emotions have a detrimental impact on customers.

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