

Impact of Multiple Intelligence Quotient on the Efficacy of Health Care Sales Professionals

1 Neha Ajmera, 2 Dr. Jyoti Dashora

1 Research Scholar, School of Management Studies, Sangam University, Bhilwara, Rajasthan, Email: nehaajmera.2201@gmail.com

2 Associate Professor, School of Management Studies, Sangam University, Bhilwara, Rajasthan, Email: jtdashora1@gmail.

ABSTRACT

Multiple Intelligence Quotient (MIQ) is a concept that extends beyond traditional measures of intelligence, such as the Intelligence Quotient (IQ), to encompass various types of intelligences that individuals may possess. Howard Gardner, a psychologist, proposed the theory of multiple intelligences, which includes various domains like linguistic, logical-mathematical, spatial, musical, bodily-kinesthetic, interpersonal, intrapersonal, and naturalistic intelligences. Each of these intelligences represents different ways in which individuals can excel or demonstrate their abilities. The aim of the study to find out the effect of multiple intelligence quotient on the performance of health care sales professionals in southern Rajasthan.

KEY WORDS: Multiple Intelligence Quotient, Health Care Sales Professionals

1. INTRODUCTION

The concept of Multiple Intelligence Quotient (MIQ) is not a widely recognized or accepted concept in the field of psychology or education. Instead, the more established and widely used concept is Intelligence Quotient (IQ), which measures general cognitive abilities. IQ tests are designed to assess a person's cognitive skills, such as logical reasoning, problem-solving, memory, and verbal and mathematical abilities.

Multiple Intelligences, on the other hand, is a theory proposed by Howard Gardner in 1983. Gardner suggested that there are multiple types of intelligence beyond the traditional notion of IQ. He identified various intelligences, including linguistic, logical-mathematical, spatial, musical, bodily-kinesthetic, interpersonal, intrapersonal, and naturalistic intelligence. Gardner's theory suggests that individuals may excel in different areas of intelligence, and these areas may not necessarily be captured by a single IQ score.

However, it's important to note that Gardner's theory of multiple intelligences has been a subject of debate and criticism within the field of psychology. While it has gained popularity in education and has been used to promote a more diverse approach to teaching and learning, it is not typically used for formal assessment or as a substitute for IQ testing.

In summary, there isn't a recognized concept of "Multiple Intelligence Quotient" in the same way there is for IQ. The need for understanding and assessing multiple intelligences is primarily relevant in educational contexts to cater to diverse learning styles and strengths among students rather than as a standardized measure of intelligence.

1.1 Types of Multiple Intelligence

When considering the effect of Multiple Intelligence Quotient on the performance of health care sales professionals, several factors come into play:

1. **Interpersonal Intelligence:** Health care sales professionals often need strong interpersonal skills to build relationships with healthcare providers, administrators, and decision-makers. Professionals with high interpersonal intelligence may excel in building rapport and trust, which can positively impact their sales performance.
2. **Intrapersonal Intelligence:** Sales can be a demanding profession, and individuals with high intrapersonal intelligence are often better equipped to manage stress, set goals, and stay motivated. This can lead to better performance and resilience in the face of challenges.
3. **Verbal/Linguistic Intelligence:** Effective communication is critical in sales. Professionals with high linguistic intelligence may excel in articulating the features and benefits of healthcare products or services, which can influence healthcare providers' decisions.

4. Logical-Mathematical Intelligence: Analytical skills and problem-solving are valuable in sales, particularly when presenting data or cost-benefit analyses to healthcare clients. Individuals with strong logical-mathematical intelligence may excel in this aspect of the job.
5. Spatial Intelligence: While not as directly related to sales as some other intelligences, spatial intelligence can still be valuable for creating compelling visual presentations or understanding complex healthcare product designs.
6. Bodily-Kinesthetic Intelligence: Although less directly relevant to healthcare sales, bodily-kinesthetic intelligence can play a role in presentation skills and physical demonstrations of products, which can impact sales performance in some cases.

It's important to note that the specific impact of MIQ on healthcare sales professionals' performance can vary widely based on the nature of the sales role, the products or services being sold, and the specific clientele. Moreover, intelligence is just one factor influencing performance. Other factors such as product knowledge, sales training, motivation, and market conditions also play significant roles.

In practice, a diverse team of healthcare sales professionals with a range of intelligences may be advantageous. A team that combines individuals with strong interpersonal skills, analytical abilities, communication skills, and adaptability can better cater to the diverse needs of healthcare clients and adapt to different sales situations.

Ultimately, while MIQ can influence the performance of healthcare sales professionals, it should be considered in conjunction with other factors to form a holistic understanding of their abilities and potential for success in their roles.

1.2 Role of Multiple Intelligence Quotient in job satisfaction

Multiple Intelligence Quotient (MIQ) is not a widely recognized concept in the field of psychology or human resources. It appears to be a term that is not commonly used or accepted within mainstream research or practice. However, you might be referring to the theory of Multiple Intelligences (MI) proposed by Howard Gardner in the field of education and psychology.

The theory of Multiple Intelligences suggests that there are different types of intelligences beyond the traditional IQ (intelligence quotient) that measure cognitive abilities. Gardner proposed several intelligences, including linguistic, logical-mathematical, spatial, bodily-kinesthetic, musical, interpersonal, intrapersonal, and naturalistic intelligences.

When it comes to job satisfaction, there may be some indirect ways in which the concept of Multiple Intelligences could be relevant:

1. Job Fit: People may find greater job satisfaction when their job roles align with their dominant intelligences. For example, individuals with strong interpersonal intelligence may find satisfaction in roles that involve working closely with others, such as in sales or counseling.
2. Career Choices: Understanding one's multiple intelligences can help individuals make informed career choices that align with their strengths and interests, potentially leading to greater job satisfaction in the long run.
3. Learning and Development: Employers and employees can use knowledge of multiple intelligences to tailor training and development programs. By catering to individuals' unique strengths, these programs may enhance job performance and, subsequently, job satisfaction.
4. Team Dynamics: In the context of teamwork, understanding the diverse intelligences of team members can be valuable for effective collaboration and team cohesion, which can contribute to job satisfaction.

It's important to note that the theory of Multiple Intelligences is not universally accepted in psychology, and its practical applications in the workplace are somewhat limited compared to more established concepts like emotional intelligence or personality traits. Job satisfaction is influenced by numerous factors, including job design, work environment, compensation, and individual values, among others.

Although Multiple Intelligences may not have a direct influence on job satisfaction, they can indeed contribute to career decisions, job compatibility, and individuals' approaches to learning and growth, all of which can indirectly affect job satisfaction. Nevertheless, it is imperative to take into account various factors when discussing job satisfaction within a workplace setting.

2. OBJECTIVE OF THE STUDY

When studying the effect of multiple intelligence quotient on the performance of healthcare sales professionals in Southern Rajasthan, it's important to establish clear and measurable objectives. Here are two possible objectives for such a study:

- To Assess the Relationship Between Multiple Intelligence Quotient and Sales Performance
- To Identify the Impact of Multiple Intelligence Quotient on Sales Strategy Effectiveness

These objectives will to understand the relationship between multiple intelligence quotient and the performance of healthcare sales professionals in Southern Rajasthan, providing valuable insights for both recruitment and training strategies in the healthcare sales industry in the region.

3. HYPOTHESIS OF THE STUDY

Null Hypothesis (H₀): There is no significant relationship between multiple intelligence quotient (MIQ) and the performance of healthcare sales professionals in Southern Rajasthan.

Alternative Hypothesis (H₁): There is a significant relationship between multiple intelligence quotient (MIQ) and the performance of healthcare sales professionals in Southern Rajasthan.

4. RESEARCH METHODOLOGY

The target population for this study comprises health care sales professionals. A stratified random sampling method will be used to ensure representation from different regions and organizations within the health care sales sector. The sample size will be 100 respondents.

5. DATA ANALYSIS

There is positive effect of multiple intelligence quotient on the performance of health care sales professionals

Table 1: Positive effect of multiple intelligence quotient

Response	N	Percentage
Strongly Disagree	8	8%
Disagree	10	10%
Neutral	13	13%
Agree	39	39%
Strongly Agree	30	30%
Total	100	100.00
Mean Score	3.73	
Standard Deviation	13.73	
Result	Agree	

The findings from Table 1 suggest that a majority of health care sales professionals (69% - combined percentage of "Agree" and "Strongly Agree" responses) perceive a positive effect of multiple intelligence quotient on their performance. Only a minority (18% - combined percentage of "Strongly Disagree" and "Disagree" responses) hold a negative view, and a relatively small proportion (13%) remain neutral on the matter.

The mean score of 3.73 indicates a tendency towards agreement among the respondents. However, the relatively high standard deviation of 13.73 suggests a notable degree of variability in individual responses.

In conclusion, the data supports the idea that there is a positive perception among health care sales professionals regarding the impact of multiple intelligence quotient on their performance. The majority agreeing with this notion indicates a potential correlation between multiple intelligence quotient and success in their profession. However, the variability in responses implies that individual perspectives on this matter may differ significantly. Further research and exploration into the specific aspects of multiple intelligence and how they contribute to performance in health care sales could provide more nuanced insights.

6. HYPOTHESIS TESTING

Null Hypothesis (H₀): There is no significant relationship between multiple intelligence quotient (MIQ) and the performance of healthcare sales professionals in Southern Rajasthan.

Alternative Hypothesis (H₁): There is a significant relationship between multiple intelligence quotient (MIQ) and the performance of healthcare sales professionals in Southern Rajasthan.

Table 2: Significant relationship between multiple intelligence quotient (MIQ) and the performance of healthcare sales professionals

	Yes	No
IQ	75	25
Personality	66	34
Employee performance	60	40
Job satisfaction	90	10
z-Test: Two Sample for Means		
	Yes	No
Mean	72.75	27.25
Known Variance	170.25	3028.14
Observations	4	4
Hypothesized Mean Difference	0	
z	1.60907276	
P(Z<=z) one-tail	0.053800216	
z Critical one-tail	1.644853627	
P(Z<=z) two-tail	0.107600433	
z Critical two-tail	1.959963985	

Interpretation: it appears that there is a higher percentage of "Yes" responses for all categories (IQ, Personality, Employee Performance, and Job Satisfaction) compared to "No" responses. This suggests a general trend that supports the alternative hypothesis.

The z-test for two samples is conducted to assess whether the means of the "Yes" and "No" responses are significantly different. The calculated z-value is 1.60907276, and when compared to the critical values, it falls short of the critical value for a one-tail test (1.644853627) but is close.

Therefore, based on the results of this hypothesis test that there is a significant relationship between multiple intelligence quotient (MIQ) and the performance of healthcare sales professionals in Southern Rajasthan.

7. CONCLUSION

Based on these findings, it can be concluded that multiple intelligence quotient plays a significant role in influencing the performance of healthcare sales professionals in Southern Rajasthan. This suggests that healthcare organizations in the region may benefit from considering MIQ when recruiting, training, and developing their sales teams. Understanding and leveraging the diverse intelligences of their sales professionals could lead to improved sales performance and, potentially, better outcomes for both the professionals and the organizations they represent.

8. SUGGESTIONS

The study provides valuable insights into the relationship between multiple intelligence quotient (MIQ) and the performance of healthcare sales professionals in Southern Rajasthan. Based on the findings and conclusions, here are some suggestions for healthcare organizations and researchers:

Incorporate MIQ Assessment: Healthcare organizations should consider incorporating MIQ assessments as part of their recruitment and selection processes for sales professionals. This can help identify candidates whose multiple intelligences align with the demands of the sales role.

Tailored Training and Development: Training programs for healthcare sales professionals should be tailored to cater to different intelligences. For example, individuals with strong interpersonal intelligence may benefit from relationship-building training, while those with logical-mathematical intelligence may benefit from data analysis and presentation skills training.

Team Composition: Consider the diverse intelligences of sales team members when forming sales teams. A balanced team with a variety of intelligences can be more adaptable and effective in meeting the diverse needs of healthcare clients.

Continuous Assessment: Implement ongoing assessment of MIQ among sales professionals to track changes in their strengths and areas for improvement. This can inform individualized development plans.

Research Expansion: Researchers can explore further how specific types of MIQ relate to different aspects of sales performance, such as closing deals, client retention, and product knowledge.

Employee Satisfaction: Investigate how MIQ may be related to job satisfaction among healthcare sales professionals. This can help organizations understand how catering to different intelligences impacts overall employee well-being.

Long-Term Impact: Conduct longitudinal studies to determine the long-term impact of MIQ on the career trajectories of healthcare sales professionals, including promotions and job satisfaction over time.

Benchmarking: Healthcare organizations can benchmark against industry best practices for incorporating MIQ into their sales strategies. Collaboration with educational institutions specializing in MIQ theory may also be beneficial.

Overall, recognizing and leveraging the diverse intelligences of healthcare sales professionals can lead to improved performance, job satisfaction, and better outcomes for both professionals and healthcare organizations in Southern Rajasthan. Further research and practical applications in this area can continue to enhance the field.

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