

## World Conference on ADDICTION PSYCHIATRY

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**The effect of online schooling and digital business strategies on emotional intelligence of young adults during COVID-19****Sonia David***Psychological Counsellor and Lecturer, India*

Emotional intelligence can "recognise one's own and other people's emotions to discriminate between different feelings, label them appropriately, and use emotional information to guide thinking and behaviour" (Goldman, 1995). The mixed-method research study aims to calculate the sub dimensions of emotional intelligence during the COVID 19 pandemic concerning online schooling and work from home schedules in business management among Indian young adults. The empirical study was conducted on 300 Indian young adults aged 18-25 years. The thematic analysis is based on an Explanatory Research Design using the Follow-Up Explanation Model. The measures used in the study are Emotional Intelligence Questionnaire (EIQ-30) by Daniel Goldman, modified by (Farmer, 2013) and five follow-up questions to understand the mental framework during the lockdown. Using the analysis tool, the emotional intelligence quadrants' personal domain and relational domain were negatively correlated. The five distinct themes that emerged were digital communication, working preference, physical pain, catharsis, and time management. The study findings have implications that shareholders in educational institutions and workplace organisations influence the online learning environment or digital business environment in business management and strategy. The study originally contributes to the repertoire of research studies on the Indian young adult population and explains the impact of online schooling and working from home on individuals' emotional intelligence and mental framework.

**Biography**

Sonia David is a Psychological Counsellor in Schools and has worked as a Psychology Lecturer as well. She is pursuing her Ph.D. in Psychology and specializes in Expressive Arts Techniques. She is a certified Art Therapist and an Acceptance and Commitment Therapist. Her research activities include expressive arts therapies, person-centered and solution-focused therapy. She is also a published author, spoken poet and enjoys solo-traveling.