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THE RELATIONSHIP BETWEEN LISTENING SKILL AND EMOTIONAL COMMITMENT

Case studies: Red Sea Radio in Sudan

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Abstract. This study aims at identifying the relationship between listening skill and emotional commitment. The main problem of this studies Is there a relationship between listening skill and Emotional commitment. The study used the descriptive analytical method. The questionnaire was used to fulfill the study objectives and to test its hypotheses. The most important results of this study that had been obtained (40) employees in the red sea radio in Sudan there is a significant positive relationship between listening skill and emotional commitment. And the most important recommendation of this study, if the management of Red Sea radio wants to increase the degree of emotional commitment of the employees, it will improve the listening skills of the managers.

Keywords: listening skill, Emotional commitment, Attention.

Introduction:

The subject of communication is one of the topics that attracted attention Many human behavior scientists in various types of science Knowledge of which in particular the business environment to the degree that the effectiveness and power of a good management manager depends to a large extent on what he has communication skills and cannot succeed in building he effectively managed him unless he could communicate with his subordinates Successfully. The process of communication refers to the process by which it is carried out Exchange of views and information between persons and groups. Cole and Kelly (2015).

The need for thoughtful, effective communication in the workplace is paramount. Seldom does an employee work in absolute isolation, instead, workers interact with consumers, peers, and management on a daily basis; this makes interpersonal communication an essential skill for today's employees. Today's employers look for quality skills in interpersonal communication, critical thinking, and problem-solving, not just the ability to complete job duties. Un ange passé (2008). Consequently in the absence of effective communication, organizational goals will succumb to individualistic and personal goals, Magnus (2009). Effective interpersonal communication skills are essential to social interaction, and to the building and maintenance of all relationships. Poor communication skills can cause irrevocable damage to relationships; affecting productivity, satisfaction, performance, morale, trust, respect, self-confidence, and

even physical health. Un ange passé (2008). In any organization, the success of achieving its goals depends largely on the manager's communication ability and skills. (Hassan Etal (2010).

Effective listening skills are the secret to the success of many types of communication in our careers. It is appropriate to talk about this skill briefly, its way to get information and try to understand this Information by the listener. Oluwakemi and Oduolowu,(2014).

There are several dimensions to listen and from them: Maximize information and mean the ability of the listener to Use the questions and methods that the speaker encourages talk to get information as well as qualitatively. Use of verbal expressions and physical movements the ability of the listener to use verbal expressions and gestures encouraging the speaker to talk. Provide the environment for listening and intended environment encourages the speaker to speak and reduce obstacles Communication of various types. Attention means the degree of vigilance and attention from the listener to what is said of the speaker to denote Attention and focus on the topic of modern conversation, Ababneh and Abdel Halim (2008).

Emotional commitment is one of the dimensions of organizational commitment and represents an indicator that reflects the positive attitude or empathy of the employee towards the organization, which means that individuals who show high rates of emotional commitment towards their organizations remain because of the relationship of love and the way they feel about these organizations. Others believe that emotional commitment reflects the strength and desire of the individual to continue to work in a particular organization whose goals and values correspond to its goals and values and wishes to participate to achieve those goals., Greenberg and Baron (2004) There are those who felt that the emotional commitment is the individual's association with the institution and its goals correlated with the emotional., Elkhailifa (2015).

Objectives:

- 1-To study the relationship between listening skill and emotional commitment.
- 2- Measuring the level of listening skills of managers in the Red Sea radio.
- 3- Measuring the level of emotional commitment of employees in the Red Sea radio.

Hypothesis:

- H1: There exists significant relation between Maximize information and emotional commitment.
- H2: There exists significant relation between freedom of expression and emotional commitment.
- H3: There exists significant relation between Use of verbal expressions and emotional commitment
- H4: There exists significant relation between listening environment and emotional commitment
- H5: There exists significant relation between Attention and emotional commitment.

Methodology:

This study was conducted in 2019. The study community consists of the (40) employees of the red sea radio in Sudan with various functional bikes.

As for the sample of the study, all the employees of the red sea radio in Sudan were selected. The researcher collected the data from the survey lists prepared for this, through the distribution of lists on the workers and then pass them after a period to obtain them. The collection data in this studies done by quantitative data method and the number of A questionnaire that were distributed is (50) and the number of lists valid and valid for analysis (40) of response rate 80 %.

Study variables

This study contains two types of variables: the independent variable is listing skill, which includes maximize information, use of verbal and motor standards Provide the right environment for listening, and attention and the dependent variable is emotional commitment.

After collecting the study data, the researcher reviewed it as a prelude to the introduction of the computer, and this process was given to certain numbers, that is to convert verbal answers to digital, Where the answer was given I strongly agree (5), I agree (4), neutral (3), I disagree with two degrees, and I was strongly disagree with one degree.

The statistical data were analyzed using the following statistical methods: Frequency extraction, Mean, Variance analysis, Person Correlation, Cronbach Alpha, and Determination of the explanatory power of the model. Using the Statistical Packages Social Sciences (SPSS) program sample.

Alpha Cronbach:

In order to test the stability of the tool (the questionnaire) to give the same results or results close to it if the measurement was repeated in similar circumstances on the same sample or on a similar sample of the study community, the Cronbach alpha coefficient was used to test the stability of the answers to the paragraphs of the questionnaire This parameter measures the internal stability of the resolution paragraphs and its ability to give consistent results to the responses of the respondents to the paragraphs of the questionnaire. The value of the alpha coefficient is between 100 - 0 and is statistically acceptable if it exceeds 60%. Figure (1) shows the result of the test of the molasses Keywords:

Table (1) Results of the credibility test

Paragraphs	Phrases	Alpha Cronbach
Maximize information	5	.763

Use of verbal and motor standards	5	.763
Provide the right environment for listening	5	.488
Attention	5	.807
Emotional commitment	6	.710

Source: Preparation of the researcher, field study data, 2018.

From Table (1), the value of alpha for all paragraphs (70.6%) is high, and therefore it is possible to rely on the credibility of the measuring instrument and generalize the results of the study.

Table (2) shows the mathematical averages of the study variables

Variable	Mean
Maximize information	3.8
Use of verbal and motor standards	3.9
Provide the right environment for listening	3.5
Attention	4.02
Emotional commitment	3.8

Source: Preparation of the researcher, field study data, 2018.

Table (2) shows that the mean of variables (Maximize information, Use of verbal and motor standards, Provide the right environment for listening, Attention, Emotional commitment) as follows (3.8, 3.9, 3.5, 4.02, 3.8) which is larger than the default arithmetic mean value of (3).

Link analysis:

Table (3) Pearson correlation coefficient test results between the study variables

	Maximize information	Use of verbal and motor standards	Provide the right environment for listening	Attention	Emotional commitment
Maximize information	1	.585**	.277	.187	.134
Use of verbal and motor standards	.585**	1	.282	.386*	.249
Provide the right environment for listening	.277	.282	1	.484**	.284
Attention	.187	.386*	.484**	1	.523**
Emotional commitment	.134	.249	.284	.523**	1

Source: Preparation of the researcher, field study data, 2018.

The correlation between the variables of the study was used to identify the correlation between the independent variables and the dependent variable. The closer the correlation is to the correct one, the stronger the correlation between the two variables and the less the correlation between the two variables, the correlation is weak if the correlation coefficient is less than 0.30. If the value of 0.70 - 0.30 can be considered moderate, and if it is greater than

0.70, it is strong. The correlation analysis test showed that the correlation value between the relationship variables ranged from 0.13 to 0.52. This indicates an intermediate correlation between listing skill and emotional commitment.

Test of hypothesis:

This part of the study deals with the test of the hypotheses of the study that was formulated. Using multiple regressions to study the relationship between the independent variable and the dependent variable, the results of the multiple regression analysis were obtained for the relationship between the independent variable and the dependent variable as shown in Table (4).

Table (4) shows the results of the multiple regression test of the relationship between listing skill and Emotional commitment

Variables	Beta coefficients	P
Maximize information	.277	.000
Use of verbal and motor standards	.258	.014
Provide the right environment for listening	.249	.000
Attention	.255	.000
Statistical ratios		
R	.412	
R Square	.169	
Adjusted R Square	.148	

Source: Preparation of the researcher, field study data, 2018.

The multiple regression analysis was used to determine the effect of listing skill on the emotional commitment. The beta coefficient was used to determine the change in one unit in the dependent variable due to the change in the independent variable. The Beta Beta coefficient was used to determine the change in one unit in the dependent variable due to the change in the independent variable, The R factor was used to determine the model's ability to interpret the relationship between the independent variable and the dependent variable. The significance level 0.05 was calculated to reflect the significance of the effect; the effects are statistically significant if the value of the calculated significance level is smaller than the significance level of 0.05.

Table (4) shows that there is a significant relationship between Maximize information and the emotional commitment, where the value of the beta (.277) and the level of morale (000.). And that there is a statistically significant relationship between the Use of verbal and motor standards and the emotional commitment (.258) and the level of morale (000.). As shown in Table (4) there is a statistically significant relationship between the Provide the right environment for listening and the emotional commitment. (.249) And the morale level (000.). Table (4) shows that there is a statistically significant relationship between Attention and the emotional commitment. The value of beta (.255) and the moral level (000).

Results and Discussion:

1- Through the answers to the vocabulary of the research community that the listening skill highly prevalent in the red sea radio averaging .3.81. This means that the managers of red sea radio have a high level of listening skills for their employees.

2 - The results showed that the maximize information between the mangers in red sea radio is very high with an average of 3.8, this means that the ability of the managers in red sea radio to Use the questions and methods that the employees encourages Talk to get information as well as qualitatively is high level .

3- The results showed that the use of verbal and motor standards between the mangers in red sea radio is very high with an average of 3.9 this means that the ability of the managers in red sea radio to use verbal expressions and gestures encouraging the employees to talk is high level.

4- The results showed that the Provide the right environment for listening in red sea radio is very high with an average of 3.5, this means that environment encourages the managers to speak and reduce obstacles Communication of various types.

5- The results showed that the Attention between the mangers in red sea radio is very high with an average of 4.0, this means that the degree of vigilance and attention From the managers to what is said of the employees to denote Attention and focus on the topic of modern conversation.

5- The results showed that the Provide the Emotional commitment between the mangers in red sea radio is very high with an average of 3.8.

6- There is a significant positive relationship between listing skill and the emotional commitment that is means if the manager's use listing skill, the employee's willingness to continue working is increasing.

7- There is a significant positive relationship between the maximize information and the emotional commitment, that is means if the ability managers the use questions and methods, the employees willingness to continue working is increasing.

8- There is a significant positive relationship between the use of verbal and motor standards and the emotional commitment, that is means the ability of the managers to use verbal expressions and gestures encouraging the employees to talk, the employees willingness to continue working is increasing.

9- There is a significant positive relationship between the Provide the right environment for listening and the emotional commitment that is means if the environment encourages the managers to speak and reduce obstacles Communication of various types, the employees willingness to continue working is increasing.

10- There is a significant positive relationship between the Attention and the emotional commitment, that is means if the degree of vigilance and attention from the managers to what

is said of the employees to denote Attention and focus on the topic of modern conversation, the employee's willingness to continue working is increasing.

Conclusion:

1-The results of the study showed that there is a positive relationship between listening skill and emotional commitment. Therefore, if the management of Red Sea radio wants to increase the degree of emotional commitment of the employees, it will improve the listening skills of the managers.

2- This study show that the appropriate environment to listen less listening skills in the Red Sea radio, and therefore the management should improve and provide the environment to listen to the managers.

3-The researcher recommends future studies on the relationship between listening skills and the other dimensions of the organizational commitment.

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