

## Emotional Intelligence and Digital Entrepreneurship: A Literature Review on Social Media Influencers.

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## Abstract

**Purpose:** This paper investigates the interrelationship of EI and digital entrepreneurship in a cohort of social media influencers. From a positivist perspective, it examines recent research to isolate theoretical frameworks, applications and the importance of EI in brand and crisis in the digital context.

**Design/methodology/approach:** Through a systematic literature review, the paper models and analyses major EI models (ability, mixed, trait) and entrepreneurial frameworks (network, resource-based, effectuation). Criteria for inclusion was relatedness to influencer surroundings, scholarly quality, and recent publication. Three research questions underpin the review: what is known about EI research in influencer contexts; how it can support audience engagement; and how it applies to crisis management.

**Findings:** High EI influencers have the audience connectivity, authenticity, and adaptability to build brand loyalty and survive in crises. Although the significance of EI in the context of influencer-led entrepreneurship is increasingly envisaged, the empirical literature on its measurable outcomes is spotty across countries and fields.

**Practical implications:** Implementing EI in influencer strategies contributes to better control of one's emotions, greater confidence of the audience and increased relevance of the content demanded, especially in presence of reputational threat. This adds to the literature in the fields of academic teaching and managerial advice with regard to influencer marketing and digital branding.

**Originality/value:** This study is one of the few conceptual synthesis in the literature exploring the relationship between EI and digital entrepreneurship in influencer settings, and serves as a foundation for further investigation and practical strategies within emotionally active online environments.

**Keywords:** Emotional Intelligence, Digital Entrepreneurship, Social Media Influencers, Crisis Management, Branding, Empathy.

## Introduction

The evolution of digital entrepreneurship today was influenced by technology and changes in consumer behaviour. New venture creation and development in the digital economy are defined as digital entrepreneurship (W. Naudé & W. Liebrechts, 2020). This would include online companies, mobile apps, social networks, and other digital services. The emergence of social media has revolutionize digital entrepreneurship for good as network business or service is shown to millions of people across the globe without any complex logistics. Today, social networking has become a particularly powerful platform for the business to reach target market and interact with the audience in a personable and genuine way (A. Grubor & O. Jakša,2018). Social media influencers are people who have amassed large followings on platforms like Instagram, YouTube and TikTok. Businesses can leverage this approach to market themselves and their offerings to the desired audience; they also integrate influencer marketing as part of their digital marketing mix. These influencers have direct connection and engagement with their audience and can push products and services to their followers in a way that traditional advertising can't. But with more competition than ever to become an influencer, it's crucial these individuals differentiate themselves from all the rest. One way influencers can stand out is to use EQ in their approach to business. It helps people to manoeuvre through complicated social interactions and to establish strong connections with others (M.A Brackett, S.E Rivers & P.Salovey, 2011).

Social media influencers can establish emotional bonds and, therefore, more powerful and lasting relationships with their public via the use of EI (Sánchez-Fernández & D. Jiménez-Castillo, 2021). emotional intelligence and digital entrepreneurship as well as for social media influencers in the business context.

This paper aims to explore the role of emotional intelligence in supporting social media influencers within the framework of digital entrepreneurship. Specifically, it investigates how emotional intelligence helps influencers build stronger brands, engage more deeply with their audience, and navigate crises in high-stakes online environments.

Another is emotional intelligence — the capacity to keep your own emotions in check, to read the emotions of others and to make effective decisions on the basis of that knowledge. Emotional intelligence isn't just a skill for digital entrepreneurs and aspiring social media influencers, but it is also a great tool for brands to develop deeper relationship with their customers, create better products and, and make their business bigger and better than before. It is the personal relationship between influencers and their followers that provides the magic behind influencer

marketing (F. F Leung, F. F Gu & R. W Palmatier,2022). And that's where our emotional intelligence comes in. Emotional Intelligent influencers are better acquainted with their fans in terms of what they want to see, what their preference are, and what matches closely with their content.

Our research is guided by three main research questions:

- Where are we now with emotional intelligence research in the field of digital entrepreneurship and the influence on social media?
- How are social media influencers leveraging emotional intelligence to grow their brand and engage followers?
- How do crises influence the behavior of social media influencers, and how do they use Emotional Intelligence to cope with crises?
- To address these questions, the article is structured as follows: The first section explores the historical and theoretical underpinnings of emotional intelligence. The second section analyzes digital entrepreneurship and the integration of social media. The third section focuses on how influencers apply emotional intelligence in business, especially for audience engagement and crisis management. The article concludes with key findings and future research directions.

## **1. Exploring emotional intelligence: a historical, theoretical, and practical overview.**

### **1.1. Tracing the evolution and meanings of emotional intelligence.**

An American psychologist Howard Gardner is sometimes described as one of the early proponents of the theory of emotional intelligence. In 1983 he wrote "Frames of Mind: The Theory of Multiple Intelligences" (with a follow-up edition in 2006), a book in which he introduced his theory of multiple intelligences. In this book Gardner described seven intelligence types: verbal-linguistic, logical-mathematical, spatial, bodily-kinaesthetic, musical, interpersonal and intrapersonal.

It's that final type of intelligence, the intrapersonal intelligence, that is more likely to be regarded as the source of what we understand as emotional intelligence. Intrapersonal intelligence is the ability to access and understand one's own feelings in order to apply them in a productive way. For Gardner, this intelligence is critical for personal fulfillment, stress management, decision-making, and with reconciling opposing forces. He was a major setoff of the concept of emotional intelligence, focusing on the significance of knowing ourselves and our emotions and being able to manage them in our own development.

His belief chapter 10, and Influences in the various later schools of thought also are reviewed in *Reaching Children through Play Therapy*, compiled by Byron E. Norton (1984) In a recent book Howard Gardner: *The Theory of Multiple Intelligences* defines seven types of intelligence. However, it was Peter Salovey and John Mayer who first used the term “emotional intelligence” when they published an article of the same name in 1990. In this paper, the authors defined emotional intelligence as the ability to perceive, comprehend, and regulate emotions and use them for human interest and personal knowledge to reason, to understand and to manage one’s own and other peoples’ emotions, and to act with others (6).

They also ventured to assert the relevance of emotional intelligence in everyday life stating that skills in emotion can be utilised to enhance social relations, mental wellbeing, and professional conduct. As of this writing, however, the concept of emotional intelligence did not exist in the popular awareness. It wasn’t until a few years later, in 1995, that Daniel Goleman published a little book called “*Emotional Intelligence: Why It Can Matter More Than IQ*” and made the concept accessible to the masses.

Bar-On (1997) developed the Emotional Quotient Inventory (EQ-i) and defined EI as "a cross-section of interrelated emotional and social competencies, skills, and facilitators that impact intelligent behavior." He identified five dimensions of EI: intrapersonal, interpersonal, adaptability, stress management, and general mood. Petrides and Furnham (2001) defined EI as "a set of abilities related to the understanding, use, and management of emotions." They identified four components of EI: perception, understanding, regulation, and utilization of emotions.

## **1.2. Theoretical frameworks of Emotional Intelligence.**

Emotional intelligence (EI) as a psychological concept is relatively new, having received more attention in the past two-three decades. EI is the ability to perceive, understand, and regulate oneself and others' emotions. Theoretical models of emotional intelligence In this section, we analyze some of the concepts on the topic of EI, such as ability model, mixed model, model of emotional regulation, state model, and ability-based model.

### **Ability Model:**

The ability model of EI in Mayer and Salovey's (1997) definition suggests that EI is essentially a bundle of mental abilities that enable a person to perceive, understand, and regulate his/her own and other people's emotions. According to this model EI can be measured and each skill can be developed on the basis of the measuring. Some research has supported the ability model of EI. For instance, Côté and Miners (2006) observed that emotional intelligence abilities were

able to predict scholastic and leadership achievement over and above the general cognitive abilities. However, consider has been made doubts to its validity and its reliability as affective intelligence scales (Matthews et al., 2002).

#### **Mixed Model:**

Bar-On (1997)'s combined model of EI integrates the ability as well as trait models. In this model, EI encompasses a broad spectrum of skills, traits and abilities involved in emotional and social functioning. It comprises five domains in the mixed model: (1) intrapersonal, (2) interpersonal, (3) adaptability, (4) stress management and (5) mood. To this end, studies of the mixed model of EI have received, by and large, good support. For instance, Nelis et al.'s study (2009) demonstrated that the Bar-On Emotional Quotient Inventory (EQ-i)—a test grounded on the mixed model—was able to predict job satisfaction and organizational commitment after controlling for general personality. Other's have however criticized the mixed model for its being underspecified as a theory and its putative overlap with other constructs (e.g., social intelligence; Zeidner et al., 2004).

#### **Emotion Regulation Model:**

The emotion regulation model of EI was defined by Gross (1998) and focuses on the emotion regulation factor in emotional intelligence. According to this formulation, emotional intelligence is an ability to manage our own emotions and to make appropriate responses to the emotions of others. Studies on the emotional regulation model of EI have also supported the mediation of emotion regulation in the relationship between emotional competence and EI (Brackett et al., 2006 ).

#### **Trait Model:**

Petrides and Furnham (2001) developed a trait model of EI which claims that EI is a personality trait which is consistent over time and contexts. According to this model, persons with high EI are more capable of regulating emotions and are more social than persons with low EI. Evidence from MT-But the Construct of EI Pi is Contested Research on the trait-based model of EI has produced inconsistent findings. Some research has reported that trait EI is related to greater levels of positive well-being and less psychological distress (Petrides et al., 2007). However, other studies have found non-significant relationships between trait EI and different outcomes (as for example job performance; O'Boyle et al., 2011).

#### **Ability-Based Model**

The ability-based model of EI was put forward by Roberts and his collaborators. (2006) and focuses on emotion-related abilities in emotional intelligence. In this model, emotional

intelligence encompasses the capacity to recognize emotions, understand emotional meaning, and manage emotions. Studies on the ability-based model of EI have found support for the involvement of emotion-related abilities in emotional intelligence (Ciarrochi, Chan, & Bajgar, 2001; Mayer, Salovey, Caruso, & Sitarenos, 2008).

The theoretical models of EI remain the topic of much debate and critique. The ability model depicts EI as a natural difference in cognitive abilities in terms of the mental abilities of processing emotion-related information based on the trait EI model, which regards EI as a collection of noncognitive abilities. The mixed of both ability and trait model with a broad of range of skills, traits and abilities. Although not without its problems, work on the mixed model has as a whole been supportive, positing EI as a multidimensional construct associated with a variety of emotional and social consequences.

### **1.3. Leveraging Emotional Intelligence for business success.**

Various beneficial outcomes in the workplace have been associated with emotional intelligence. EI-rich individuals are known to be more productive, satisfied with their work and less likely to experience burnout (Cherniss & Adler, 2000). High EI leaders are better able to motivate and inspire their teams, conflict and difficult conversation to be handle with tact and empathy (Goleman, 1998). Recruiting assimilates one such business domain of using Emotional Intelligence.

Organizations can also employ EI tests in hiring employees to help them select applicants who are strong in social skills, self-awareness, and empathy (Ciarrochi et al., 2010). In the same vain, organisation can also provide emotional intelligence training to current employees so that they can develop their emotional capabilities and enhance their on-the-job performance (Mayer et al. 2008). Businesses also use it for team-building and collaboration.

Generally, team members with a high emotional intelligence are better in the ability to communicate, handle conflicts and in building a strong working relationship (Jordan et al., 2011)[1]. Leaders could also use thier emotional intelligence to establish a happier and more supportive working context within which team members feel more appreciated and empowered (Boyatzis et al., 2000). Emotional intelligence I is, likewise, required in customer service and sales positions and requires the ability to accurately sense and respond to customers emotions. High level of emotional intelligence enables employees to empathize with consumers and predict their wish and to deal with difficult situations with grace and professionalism than those with lower levels (Goleman, 1998). It doesn't matter for good leadership in business. Leaders who have high Emotional intelligence are capable of earning the trust of the employees,

effectively conveying what is required and motivating others to pursuit their goal (Goleman et al., 2002). They can handle their own emotions and stress effectively, too, which can help them to make better decisions and steer clear of burnout. “You need to have emotional intelligence to be successful in business,” he says.

Firm culture drives a whole host of behavior in the organization, everything between who the organization hires to how teams are built and led, It shapes the culture of the organization. Organizations that value EQ will maximise their ability to attract and retain the best talent, enhance their bottom line, and create a culture where empathy, collaboration and emotional wellness are celebrated.

## **2. Theoretical and historical foundations of digital entrepreneurship and social media integration.**

### **2.1. A Historical overview and future prospects of digital entrepreneurship**

By digital entrepreneurship we mean new firm start-ups creating, sustaining and extending markets using digital technologies, networks and platforms to capture opportunities with an innovative product, service or business model. Digital entrepreneurship was born in the late 1990s and early 2000s with the development of the internet and the e-commerce. Today, digital entrepreneurship has emerged as an important driver of economic growth, innovation and job creation in many countries. Concept Digital entrepreneurship has its origin in the infancies of the Internet and e-commerce during the late 1990s and early 2000s.

During this period, entrepreneurs discovered the new 'business frontier' of the Internet. They founded new companies to harness the power of the internet to connect customers to products and services and to create a new set of businesses. Some of the most notable cases of early digital entrepreneurship are companies like Amazon, EBay, Google and Yahoo that appeared during the late 1990s and became global digital economy giants while still new start-ups (Shane and Venkataraman, 2000). During the last 20 years, digital entrepreneurship has evolved in various flows and has expanded in various digital directions, that have been enabled and fuelled by advances in digital technologies, networks and platforms.

Digital entrepreneurship has evolved since then and now it involves selling online, social media, mobile apps, online gaming, etc. Digital entrepreneurs are also venturing in the field of latest technologies as AI, blockchain and internet of things (IOT) that offers new possibilities for innovation and expansion (Bocken et al., 2016). For all its advances, digital entrepreneurship is a field plagued with challenges and unknowns. One big issue is the fact that technology moves so quickly, meaning entrepreneurs have to keep up and continue to evolve to survive.



Another barrier is that many digital markets are incredibly competitive, making it hard for new competitors to get established and flourish.

Digital entrepreneurship also confronts regulatory obstacles but not on a scale comparable to that thought of heavy bureaucracy; these obstacles can pertain to data protection, data security and intellectual property rights and they can pose legal and business barriers to digital entrepreneurs. Towards the future, there are high opportunities for digital entrepreneurship. Innovation and growth are the product of a series of opportunities driven by advances in digital technologies and networks—all of which break down entry barriers and empower new forms of collaboration and entrepreneurship. For instance, the advent of cloud computing, big data, and machine learning, are allowing entrepreneurs to create scalable, data-driven companies that can become global players.

Similarly, the rise of social media, apps and digital platforms is making it possible for entrepreneurs to connect with customers in new and innovative ways and even create communities. McKinsey Global Institute (2013) highlighted that digital entrepreneurship, have the potential to contribute to economic growth, in the form of job creation, innovation. Sure, digital businesses have this opportunity to scale quickly, exponentially even, if they leverage digital tools to tap into a global market.

## **2.2. Theoretical frameworks of Digital Entrepreneurship.**

A particular field that has been gaining popularity is digital entrepreneurship. As technology develops, new channels for human to generate and innovate through are opening. In an attempt to understand this phenomenon, scholars have proposed several theoretical models to explain the rise and success of digital entrepreneur. One of the key models in this arena is the network perspective, which based on social networks and relationships, is constructed to inform the genesis and development of digital ventures.

Under this view, digital entrepreneurs operate within a social network that enables them to gain access to the necessary resources, information, and support. This could also be friends/colleagues, industry contacts, online forums etc. These networks have been found to be important in assisting digital entrepreneurs to break entry level barriers and manage the complicated digital economy (Kautonen, et al., 2015).

The resource-based view is another key theoretical model in digital entrepreneurship, which directs attention to resources and capabilities that entrepreneurs utilise to commence their businesses. This concept assumes that there are successful digital entrepreneurs who possess unique sets of skills and assets for value creation in the digital space. This might be specialised

skills, familiarity with industries or markets, or financial capital for example. This is consistent with evidence that entrepreneurs with such resources are more likely to succeed in digital ventures (Alvarez & Barney, 2007).

A third model, which has received increased attention in recent years, is the effectuation theory focusing on entrepreneurial decision-making under extreme uncertainty. Corresponding to this account, digital entrepreneurs apply a collection of rules related to establishing and further developing new ventures, such as concentrating on personal strengths, exploiting available resources, taking risks, both calculated and strategic, and capitalising on opportunities as they emerge.

Studies have demonstrated that this can be especially useful in the digital environment, where intense velocity and ambiguity are dominant features (Sarasvathy, 2001). However, we are still know little about the nature of digital entrepreneurship, and what contributes to its success. Future research in this domain could be extended by integrating other theoretical viewpoints, for example, institutional theory which focuses on the role of wider social and cultural structures in the creation of entrepreneurship, or digital platforms on the creation of start-ups.

### **2.3. Social Media Influencers as a type of Digital Entrepreneurship.**

Over the last decade, social media influencers have become the new class of digital entrepreneurs. Influencers are people with a strong following on social media (Instagram, YouTube, TikTok, etc.). They generate content and market products or services using their online presence. Access to influencers is emerging alongside social media platforms, which brands are keen to leverage to access new audiences.

Social media creators are considered credible information sources to their followers and they can change consumer behavior and purchase decisions (De Veirman et al., 2017). Influencers have earned their audience's trust in just the way they produce relatable and authentic content. Therefore, it is clear that the influencers have immense power and can decisively sway the shopping behaviour of the consumer. The Rise of Influencers Brands have tapped into the worldwide potential of social media celebrities and have begun working with influencers to market their products and services.

There are four types of social media influencers which are: Opinion leaders, celebrities, bloggers and Micro-influencers (Schivinski & Dabrowski, 2016). Opinion leaders are defined as people that are believed to be knowledgeable about a particular subject and are able to influence someone else's thoughts or beliefs as a result of their power and knowledge. The opening of this photography book has a section about celebrities and social media. Bloggers are

people who produce content on certain subjects or topics. They are some sort of mini-influencers that may not have a large followership, but are quite good with engagement. In recent years, influencer marketing has grown to become a part and parcel of new age digital marketing.

Research by Phua et al. (2019) found that social media influencers are effective at increasing brand awareness and generating positive brand attitudes. Influencer marketing has also been found to be more effective than traditional advertising methods (Jin et al., 2018). This is because influencers have a personal connection with their audience and are able to create more authentic and engaging content.

But partnering with social media influencers as marketing channels has its downsides. Social media influencers' credibility may be attenuated by endorsing irrelevant or non-fitting products to receivers (Jin et al., 2019). And brands need to be judicious in which influencers they choose to align with their values and target customers to succeed in their campaigns. Brands should also be authentic about working with influencers, the FTC mandates that influencers must disclose their paid content (Federal Trade Commission, 2020).

There have also been countless questions raised about the morality of influencing marketing. Some influencers have been called out for shilling without making it clear they've been paid, while others have been criticized for shilling harmful products to their audience. We need influencer transparency and brands assuring the the products they're promoting are good and safe.

### **3. How influencers leverage their practices and manage crises in the digital age.**

#### **3.1. Exploring the intersection of influence and Entrepreneurship.**

In recent years, social media has become indispensable in the daily lives of millions of people all over the world. With the existence of platforms such as Instagram, YouTube and TikTok, many with big followings now hold a significant influence in the digital-enterprise world. And these social media influencers (also dubbed "influencers") are people who have organically grown an audience on social media and can subsequently partner with brands, create sponsored posts, or benefit in other ways through their following.

The growing popularity of influencer marketing is one of the factors responsible the growing relevance of social media influencers. Traditional advertising like print, radio, and television ads have less impact these days because people are increasingly turning to social networks to discover products and get recommendations. In research by Influencer Marketing Hub, 63% of consumers place greater faith in influencer recommendations than traditional advertising

(Influencer Marketing Hub, 2021). This change in buying behavior has caused brands to spend more of their marketing dollars on partnering with influencers.

Influencer marketing has developed into a multi-billion-dollar industry, estimated to be worth more than US\$15 billion in 2022 (Influencer Marketing Hub, 2021). Therefore, social media influencers are some of the most influential digital entrepreneurs on the planet, and many have been able to earn six figures or more from brand partnerships alone. For instance, makeup artists and YouTube personality Jeffree Star reportedly made \$50 million in 2019, two-thirds of which derived from his cosmetic line and sponsorships (Forbes, 2020). The emergence of social media influencers has shaken up traditional advertising approaches, but also brought on its own set of challenges.

For example, the Federal Trade Commission (FTC) mandates influencers to disclose their sponsored content or brand partnerships in their feed, yet many influencers have been criticized of not doing so effectively (Jang et al, 2021). Also under fire, is the lack of authenticity surrounding influencer content, where some influencers are accused of promoting products they don't use or simply don't believe in. In fact, the ascent of social media influencers as digital entrepreneurs has largely upended old ways of advertising and brought new headaches for the industry. But I do think, while social networks remain in vogue and influencer marketing becomes more, not less, important, that social media "influencers" will continue to be a big part of the digital entrepreneurial world.

### **3.2. The role of Emotional Intelligence in Influencer Success**

In the context of influencer marketing, emotional intelligence is crucial for several reasons. First, influencers are often required to establish a strong connection with their followers. This connection is built on trust, authenticity, and reliability. Influencers who possess high level of emotional intelligence are better able to establish this connection by being empathetic and understanding their followers' needs (Nayoung Jung, Subin Im,2021).

Second, emotional intelligence facilitates their ability to control their emotions, especially when confronted by criticism or negative feedback. Influencers who are high on self-awareness and can manage their emotions, are less likely to act with revenge or vengeance to endanger their brand-related reputation (Lydia Amaro & Caren Brenda Scheepers, 2023). Third, people can interpret what their followers feel with emotional intelligence to produce content that matches with their own emotion. Influencers with high social perception can read their audience and adjust their post accordingly (Sunghee Jun, Jisu Yi,2020).

In addition, influencers' success is mediated by their emotional intelligence. Influencers with a high level of emotional intelligence have a better understanding of their followers, have strong control over their emotions and know what type of content will resonate with their followers. With influencer marketing growing, brands must keep emotional intelligence in mind when choosing people to represent their products.

### **3.3. Emotional intelligence and managing crises in business digital era**

But the benefits of social media also carry potential crises that can tarnish a brand. Now, this is where emotional intelligence is so important. Emotional intelligence can be characterized as the capacity to understand and manage your feelings - and similarly those of others. The use of emotional intelligence in crisis management: A look at social media influencers in a digital age. In this article, we want to examine the utility of emotional intelligence by social media influencers when it comes to managing crises in the digital age. Emotional intelligence is vital to dealing with spill on social media, another inescapable reality articulated by (Peter J Jordan, Ashlea C Troth, 2002).

In times of crisis, influencers with strong EQ are more capable of navigating a challenge and protecting their brand.

This is because they can recognize feelings, and able to do something about them, and are likely to react to the situation more positively. They are also able to intuit how their followers feel, to feel a concern and respond accordingly so as not to lose trust among their following.

Another important dimension of emotional intelligence is empathy, or the capacity to recognize and share the emotions of others. Empathy is such a critical part of handling a crisis on social media, because it allows influencers to put themselves in the shoes of their followers and address their concerns. Influencers that exercise empathy and can put themselves in their followers' shoes and empathize with the world through their eyes.

It also allows influencers to reply in a genuine, empathetic and impactful manner which may help in reducing the damage of a crisis to their online standing. If your favorite influencers show they care about their followers, then the followers are most likely to trust and be loyal to them, which is worth more in the long run. Emotional intelligence, along with empathy, is also about self-awareness. Self-reflection is a comprehension of one's own mind, that one's soul take when they are alone or when they look into their hearts or in meditation. For social media, the ability to practice self-reflection is also key, because it helps influencers be aware of their feelings, and not simply lash out when things go wrong.

By being self-aware, influencers can make a conscious choice to pause for a moment, take a step back and decide on how to respond which can help to avoid exacerbating an already bad situation. One case of an influencer leveraging EQ for crisis management very effectively is Marques Brownlee, the well-known tech YouTuber. In 2020, another YouTuber accused Brownlee of stealing a video idea. Instead of refuting the claims or getting all defensive, Brownlee went for sympathy. He admitted the allegations and apologized if there were unintentional similarities within his video. And in doing so, he upheld the church, and kept his followers' faith from being too shaken.

## Conclusion

This article investigated the intersection of emotional intelligence, digital entrepreneurship and social media influencers. In the first part of the paper the development of emotional intelligence is traced, critiquing various theoretical positions and exploring its application for business. The second part considers digital entrepreneurship and the role played by social media in the coming into being and effects of so-called digital entrepreneurs; the third part is rather about the way in which influencers as digital entrepreneurs operate and manage crises in the digital era.

The study of emotional intelligence is an emerging, dynamic field, and whereas there has been some research done on emotional intelligence in the field of entrepreneurship and social media, there remains plenty of room for further investigation. Additionally, digital entrepreneurship and social media influencer are newer concepts and how they meet with emotional intelligence is not entirely exposed. Therefore, more studies are required to participants in order to have a broader understanding about the associations between emotional intelligence, digital entrepreneurship and social media influencers.

Social media Influencers rely on emotional intelligence to grow their brand and resonate emotionally with their fans through recognizing and identifying with their fans' emotions and needs. They leverage emotional intelligence to generate content that connects with their followers, answer comments and messages with empathy, and forge real relationships with their audience members. Those influencers who are emotionally intelligent aren't only able to earn trust and loyalty with their audience, but the can also cultivate their brand and influence.

Crisis can affect social media influencers a lot since it involves their online persona and public perception. In the former example, influencers who are confronted with sensitive issues like these must leverage emotional intelligence to deal with the crisis. They need to stay calm, listen to their audience, and respond with empathy and a straight-from-the-heart sincerity. Influencers can further engage their followers using emotional intelligence in building relationships - emotionally intelligent individuals recognize their fans' feelings and are open with them in returned through your interactive post. Through the application of emotional intelligence, influencers can preserve their credibility and reputation, and possibly even become stronger in the aftermath of a crisis.

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