

### **Abstract**

*Present investigation tries to recognize the relationship between competitive strategies and emotional intelligence in private and public banks working in the province of Pahang. The Statistical society included managers and personnel in four top public banks and two top private banks in the central headquarters. The Methodology of this survey study is correlational and descriptive. Signer's Emotional intelligence questionnaire (1998-1999) was used based on Pahang components to collect information and then distributed among the related respondents. Cronbach alpha was 0.86 and reliability was 0.82 for competitive strategy. Acquired results of multivariate regression analysis to draw fitness model of influencing factor on competitive strategy was based on emotional intelligence with modified coefficient of 0.72 indicated that social skills, empathy and self-awareness variables determined 0.72 changes in leadership method of managers and in this model, 51 % of changes are impacted by empathy variable in competitive strategy positively and directly. The secured results of multivariate regression analysis for fitness model of determined factor of competitive strategy based on emotional intelligence with 0.11 coefficients indicated empathy variable remained in the model and 35 % of changes in competitive strategy were affected by empathy variable positively and directly.*

**Keywords:** Competitive Strategy, Banks, Emotional Intelligence