

## The Role of Emotional Intelligence in Promoting Effective Teamwork in Marketing Agencies

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### **Abstract:**

The purpose of the study was to investigate the relationship between Emotional Intelligence, Communication Skills, and Effective Teamwork. After analyzing the collected data of 151 employees working at marketing agencies in Vietnam, we found that Emotional Intelligence has an indirect impact on Effective Teamwork through Communication Skills. The results also showed that Emotional Intelligence has an indirect impact on Effective Teamwork through Communication Skills. Therefore, employees with high Emotional Intelligence are more likely to have better Communication Skills, which in turn improves teamwork effectiveness.

### **Keywords:**

emotional intelligence, effective teamwork, marketing agencies