

IMPACT OF FINANCIAL INTELLIGENCE ON FINANCIAL STRESS AMONG THE FINANCIAL AND NON FINANCIAL EXECUTIVES

V. Ramanujam¹ & Aiswarrya Elangovan²

¹*Assistant Professor, Bharathiar School of Management and Entrepreneur Development,
Bharathiar University, Coimbatore, Tamil Nadu, India*

²*Research Scholar, Bharathiar School of Management and Entrepreneur Development,
Bharathiar University, Coimbatore, Tamil Nadu, India*

ABSTRACT

This study aims to identify the impact of financial intelligence on financial stress among the financial and non financial executives. The study has made an attempt to use two groups of executive namely financial and non financial executives from the major cities of Tamilnadu - Chennai, Coimbatore, Madurai, Trichy and Tirunelveli. The study was conducted through descriptive research design, as survey method was employed for the sample size of 535 respondents. The data was subsequently analyzed using multiple regression models. The study identifies that that increases in the level of financial education, get out of debts and financial analysis and goal setting results in a decrease in the level of financial stress among the executives.

KEYWORDS: *Financial Stress, Financial Literacy*

Article History

Received: 17 Dec 2019 | Revised: 23 Dec 2019 | Accepted: 09 Jan 2020
