EMOTIONAL INTELLIGENCE AND INVESTMENT DECISION-MAKING: THE MODERATING ROLE OF ARTIFICIAL INTELLIGENCE AMONG NIGERIAN INVESTORS

Eji, Gladys Irosa
Department of Banking and Finance
University of Calabar, Nigeria
ejigladys6@gmail.com

Mboto, Helen Walter
Department of Banking and Finance
University of Calabar, Nigeria
Ibitammboto@gmail.com

Okoi, Innocent Obeten
Department of Banking and Finance
University of Calabar, Nigeria
innobetokoi@gmail.com

Agor, Janet
Department of Fisheries and Aquaculture
University of Calabar, Nigeria
agorjanet211@gmail.com

Corresponding Author: innobetokoi@gmail.com
DOI: https://doi.org/10.57233/ijamer.v2i2.14

Article History: Received: 25 April 2026 | **Revised:** 19 May 2026 | **Accepted:** 29 May 2026 | **Published:** 25 June 2026

How to Cite This Article:
Eji, G. I., Mboto, H. W., Okoi, I.O. & Agor, J. (2026). Emotional intelligence and investment decision-making: The moderating role of artificial intelligence among Nigerian investors. *International Journal of Accounting, Management and Economic Review, 2*(2). https://doi.org/10.57233/ijamer.v2i2.14

Abstract
Investment decisions are critically affected not only by market conditions but by the psychological and emotional competencies of decision-makers. In Nigeria's volatile economic environment, many investors exhibit low emotional awareness and poor regulation, leading to irrational market responses and financial losses. This study examines the relationship between emotional intelligence dimensions and investment decision-making among Nigerian investors, with artificial intelligence as a moderating variable. The research employed a quantitative design targeting 400 investors across Calabar, Abuja, and Kaduna metropolises using purposive sampling. A structured 5-point Likert scale questionnaire was administered, yielding 365 usable responses (91.25% response rate). Data were analysed using descriptive statistics, Pearson's correlation, and hierarchical multiple regression. Results revealed that all seven emotional intelligence dimensions: self-awareness, self-regulation, social awareness, relationship management, previous undesirable experiences, neuropsychological emotional state, and handling feelingsdemonstrated high reliability (Cronbach's Alpha > 0.79) and significantly predicted investment decisions. The overall emotional intelligence construct explained 76.1% of variance in investment decision-making (R^2=0.761, F=163.42, p<0.001), with self-regulation emerging as the strongest predictor (β=0.249). Artificial Intelligence (AI) significantly moderated this relationship (β = 0.172, p < 0.001), indicating a synergistic rather than a substitutive effect. The study concludes that emotional intelligence is central to investment success, with AI tools amplifying rather than replacing

human emotional competencies. Investment education programs should integrate emotional intelligence training alongside technical financial knowledge, and AI-based platforms should be designed to complement human emotional awareness for optimal decision-making outcomes.

Keywords: Artificial intelligence, behavioural finance, emotional intelligence, investment decision-making, investor behaviour, neuropsychological

1.0 Introduction

The decision to invest requires financial understanding and emotional intelligence (EI) so as to manage the psychological pressures that come with it. Studies have demonstrated that feelings of fear, greed, and overconfidence can obstruct, particularly in volatile markets (Hess & Bacigalupo, 2011). Investors with a high degree of emotional intelligence can better handle risks, resist biases, and, by setting long-term objectives, improve their financial situation (Tanvir *et al.,* 2016; Maqsood, 2020). As financial markets change, investors must balance emotional awareness with computational systems to make their decisions (Hao *et al.* 2023). Investors in Nigeria are making inconsistent or even impulsive investment decisions, despite having access to more financial information. One major reason for this phenomenon is a lack of emotional intelligence; for example, individuals with low self-awareness and poor emotional regulation may make irrational decisions, especially during market volatility. Past negative investment experiences and emotional biases, such as fear or risk aversion, can also complicate decision-making (James & Arnold, 2011).

A majority of existing research emphasises financial or economic factors and neglects psychological and emotional components. The studies by Chambers and Simon (2022) and Ahmad and Shah (2022) pinpoint the connection between the two components of emotional intelligence and investment decisions, whereas James and Bacigalupo (2011) argue that the actual performance of emotional intelligence can lead to better decision-making. Filling this gap is important not only for improving investor decision-making outcomes but also for advancing behavioural finance theory, particularly in the highly dynamic Nigerian financial market.

The primary objective of this study is to examine the relationship between aspects of emotional intelligence and investment decisions among investors. The specific objectives are to:

i. Determine the relationship between self-awareness and investment decision-making
ii. To assess the influence of self-regulation on investment decision-making
iii. Analyse the impact of social awareness on investment decision-making
iv. To investigate the effect of handling feelings on investment decision-making
v. Determine the impact of negative past experience on investment decision-making
vi. Evaluate the influence of neuropsychological emotional state on investment decision-making.
vii. Investigate the effect of relationship management on investment decision-making
viii. Determine if artificial intelligence moderates the link between emotional intelligence and investment decision-making.

The study's research hypotheses were formulated as follows:

H_{01}: Self -awareness positivelyaffect investment decisions.
H_{02}: Self-regulation has a significant relationship on investment decisions
H_{03}: Social awareness has a significant effect on investment decisions
H_{04}: Handling feelings has a significant effect on investment decisions

H_{05}: Previous undesirable experience has a significant effect on investment decisions
H_{06}: Relationship management has a significant effect on investment decisions
H_{07}: Emotional intelligence has a significant effect on investment decisions
H_{08}: Neuropsychological emotional state has a significant relationship on investment decisions
H_{09}: Artificial intelligence has a significant effect on investment decisions

2.0 Literature Review

Oneof the prominent concepts in this study is emotional intelligence (EI), that is, the ability to perceive, understand, control and utilise one's own and others' emotions (Goleman, 1995; Istiqomariyah, 2020). Emotionally intelligent investors are found to have stronger emotional management skills, such as the ability to resist fear and greed, leading to more rational, less impulsive investment decisions (Lerner *et al.,* 2015; Loewenstein, 2000). Emotional intelligence includes understanding, uncovering, and expressing the emotions that govern actions and decisions; thus, it is a major factor in the most effective financial and investment choices (Chambers & Simon, 2022; Pervez, 2014; Otosi, Okoi, Iwara, Osong, Ubi, Eba, and Faithpraise (2026)). Moods influence investors' decisions and serve as the right tools in decision execution; therefore, investors are required to keep their emotions stable to think clearly and avoid remorse (Lucey & Dowling, 2005; Salehi & Mohammadi, 2017).

The core components of emotional intelligence is self-awareness, self-regulation, social awareness, and relationship management deeply influence investment behaviour by enabling investors to navigate the challenges of financial markets (Goleman, 1995; Singh *et al.,* 2023). According to Tuckett and Taffler (2012), emotions such as excitement, anxiety, and denial arising from market uncertainty deeply influence investment decisions, and those who control their emotions achieve better results. Past negative experiences may lead investors to be more cautious, whereas those driven by hope may engage in rapid, frequent trading, which, in turn, emphasises the influence of neuropsychological emotional states and former undesirable experiences on investment behaviours (Fenton-O'Creevy*et al.* 2011). In essence, artificial intelligence is a moderating variable that addresses behavioural biases such as loss aversion and overconfidence, for instance, facilitating automated trading systems executing strategies derived from quantitative models rather than investors' subjective feelings (Singh &Turała, 2022). Furthermore, AI-powered analytics can continuously inform investors about their behaviour, thereby improving their emotional awareness and self-regulation skills through experiential learning, whereas Natural language processing enables systems to grasp market sentiment, facilitating a more analytical and objective evaluation of the market situation (Hao *et al.* 2023).

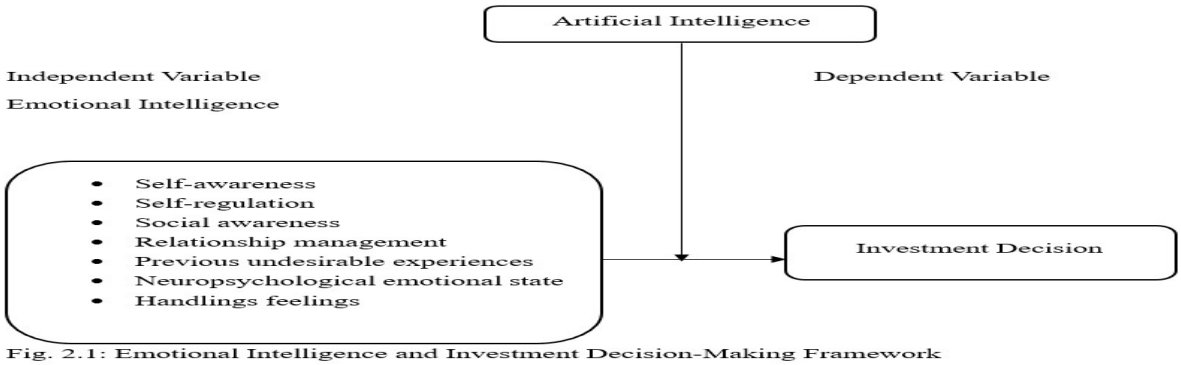


Fig. 2.1: Emotional Intelligence and Investment Decision-Making Framework

Source: Researcher. 2025

TheoreticalFramework

This investigation is based on Goleman's Emotional Intelligence Theory (2009), which argues that emotional intelligence comprises five major components: self-awareness, self-regulation, motivation, empathy, and social skills. These five competencies have a major influence on the decision-making processes and interpersonal effectiveness. In his work, Goleman (1998) emphasises the role of emotions in explaining performance outcomes beyond IQ alone, especially in high-intensity situations such as the financial markets.

Thus, in the investment context, the model suggests that investors with high emotional intelligence can recognise and regulate emotional impulses that may lead to illogical behaviour, such as panic selling or overinvestment driven by euphoric feelings (Salovey & Mayer, 1990; Bar-On, 2006). Goleman's model, in the context of the Nigerian investment scenario that is full of economic uncertainty and information asymmetry, serves as an excellent instrument for identifying the role of emotions in the interaction between the market environment and investor behaviour, which, in the end, determines financial results (Bradberry & Greaves, 2009). Expanding the analysis, investigated the role of emotional intelligence in investment decision-making and found strong direct positive relationship influenced investment decisions, particularly through self-awareness and emotional control (Subburaj*et al.* 2024; Yosafat 2023).

Studying behavioural dimensions, Saloni and Babli (2020) analysed an investor's emotional intelligence and behavioural biases in investment decision-making. They found that a positive relationship existed between the conduct predispositions of financial specialists and speculators' venture choices, as well as a positive correlation between financial specialists' emotional intelligence and their venture choices. Singh *et al.* (2023) supported this viewpoint that the behavioural approach, which conducted an empirical test on emotional intelligence and behavioural bias as a co-determinant factor on investment decisions among IT professionals, contemplated that at high emotional intelligence, emotional biases, like loss aversion and overconfidence, experience limitation and better outcomes in investment decisions will follow. Umar and Chaurasia (2024) carried out a meta-analysis of the relationship between emotional biases and investment decisions and found a very significant positive association between emotional biases and investment decisions were the different correlation strengths concerning loss aversion ($r = 0.492$), regret aversion ($r = 0.401$), and overconfidence ($r = 0.346$). Chambers and Simon (2022) adopted emotional intelligence as the dependent variable and investment decision as the independent variable, using a quantitative research approach to examine how emotional intelligence influences investor behaviour in developing regions. They found a

significant positive relationship between emotional intelligence and investment decisions in developing countries.

A study on moderating variable yielded results that showed how emotional intelligence acted on investment decision-making, with financial literacy intervening as an important moderating role, and also learned how emotional intelligence can be good for investment decision-making because it tries to increase investment knowledge with personal financial literacy (Hadi 2017; Puspita *et al.* 2023). More specifically, Sharma (2024) expanded the scope of moderating factors in studying investor behavioural exhibition through emotional intelligence, social stigma, financial literacy, and risk tolerance, and found that financial literacy greatly impacts investor behaviour, although it is partially mediated by social stigma and considerably moderated by emotional intelligence. The application of emotional intelligence skills enhances decision-making processes and investors' valueas noted by Inyang, Okoi, Ubi, Inyang, Oden, Gabriel and Otiwa (2026)as well as James and Bacigalupo (2011). In addition, Munir et al. (2018) conducted an experiment to examine the impact of emotional intelligence on investment decision-making and found emotional intelligence construct having a significant positive relationship.

The reviewed literature reveals gaps in both scope and methodology as revealed below:

i. Most research focuses on financial literacy as a moderator, while barely addressing AI as a moderator in the relationship between emotional intelligence and investment decisions in volatile emerging markets like Nigeria.
ii. What is more, there is still a lack of research that deeply investigates all eight facets of emotional intelligence - including neuropsychological emotional state, previous unwanted experiences, and handling feelings - especially in the Nigerian investment environment that is characterised by distinctive economic uncertainties and information asymmetries, which make it different from developed market contexts.

3.0 Methodology

This study employed a quantitative research design enabling systematic analysis of numerical data to examine the relationship between emotional intelligence dimensions and investment decision-making among Nigerian investors.The population comprised 400 registered investors actively engaged in investment activities across Calabar (Cross River State), Abuja (Federal Capital Territory), and Kaduna (Kaduna State), representing diverse geographical and socio-economic contexts within Nigeria. This population size was determined through consultation with regulatory bodies and aggregation of membership records from major investment platforms operating in the three cities. To enhance statistical power and account for potential non-response, a census approach was adopted by distributing questionnaires to all 400 investors, resulting in 365 usable responses (91.25% response rate).

The study employed purposive sampling technique to select participants who met specific inclusion criteria: (1) active investors with at least one year of investment experience, (2) individuals who executed minimum three investment transactions within the past 12 months, (3) investors aged 18 years and above, and (4) registered members of recognized investment platforms in the selected cities. A structured questionnaire, using a 5-point Likert scale (1=Strongly Disagree to 5=Strongly Agree), comprised four sections: demographic information; emotional intelligence dimensions (35 items across seven dimensions); investment decision-

making (8 items); and artificial intelligence adoption (6 items). Intelligence items were adapted from Goleman's Emotional Competence Inventory, Petrides and Furnham's (2001), and contextualized scales by Hadi (2017), Chambers and Simon (2022), while investment decision items were adapted from Ahmad and Shah (2022) and El-Chaarani (2016), and AI items from Singh and Turała (2022) and Hao *et al.* (2023). The instrument underwent face and content validity tests (CVI=0.87) and reliability testing through a pilot study with 30 investors, yielding Cronbach's Alpha coefficients ranging from 0.789 to 0.868, all exceeding the 0.70 threshold.

Data were collected over eight weeks via online (Google Forms) and in-person questionnaires administered at investment seminars, trading floors, and investment clubs, with trained research assistants ensuring ethical procedures, confidentiality, and informed consent. Data analysis was conducted using SPSS version 26.0, employing descriptive statistics (mean, standard deviation, frequency, percentage) to summarise variables, Pearson Product-Moment Correlation to examine bivariate relationships between emotional intelligence dimensions and investment decisions, and Hierarchical Multiple Regression Analysis in three models to determine predictive power and test AI moderation effects.

The choice of hierarchical multiple regression technique was based on the fact that the computational procedure of ordinary least squares is relatively simple compared to other econometric techniques and has minimal bias, as noted by (Odiong, Okoi, Okon&Nwanne, (2025) and Okoi, Onigah, Edim, Eddu, & Odey (2026)) who used a similar model.

Model Specification

The functional and econometric model for the study is as follows:

IVD = F (Self-awareness, self-regulation, social awareness, handling feelings, negative past experience, relationship management,artificial intelligence, and neuropsychological emotional state)

$IVD = A_0 + B_1SAW + B_2SRG + B3SOA + B4HFG + B5NPE + B6RMT + B7EMI + B8NPS + B9AIN + e$

Where:

IVD= Investment decision(measuresthe ability of investors to make rational, informed, risk-conscious effort resulting to investment returns)

SAW= Self-awareness (measures ability to recognize one's emotions, strength and weakness)

SRG= Self-regulation (measures ability to control impulses, panic, greed or emotional reactions)

SOA= Social awareness (measures ability to understand other investor's emotions market sentiments and social cues)

HFG= Handling feelings (measures ability to manage emotional pressure e.g.fear, regret or excitement)

NPE= Previous undesirable experience (measures ability to control past negative financial experiences influencing current investment behaviour)

RMT= Relationship management (measures ability to maintain productive relationships with brokers, advisors or investment groups)

EMI= Emotional intelligence (measures overall emotional competence affecting financial decisions)

NPS= Neuropsychological emotional state (measures cognitive and emotional condition affecting investment judgment)

AIN= Artificial intelligence (measures the use or perception of AI tools in supporting investment decisions)

4.0 Results

Table 1 shows that male investors accounted for the majority (59.7%) of respondents. The dominant age group was 26-35 years (42.7%), indicating a relatively young investor population. Most respondents held HND/Bachelor's degrees (51.8%), with a substantial proportion holding Master's degrees (33.4%), suggesting a highly educated sample. Abuja had the highest representation (39.7%), followed by Calabar (32.3%) and Kaduna (27.9%). Investment experience was predominantly in the 1-3 years range (34.8%), with stocks or equities being the most common investment type (35.1%)

Table 1:
Demographic Characteristics of Respondents (N=365).

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	218	59.7
	Female	142	38.9
	Prefer not to say	5	1.4
Age Range	18-25 years	47	12.9
	26-35 years	156	42.7
	36-45 years	98	26.8
	46-55 years	52	14.2
	56 years and above	12	3.3
Education	Secondary School	8	2.2
	OND/NCE	31	8.5
	HND/Bachelor's Degree	189	51.8
	Master's Degree	122	33.4
	PhD	15	4.1
Location	Calabar	118	32.3
	Abuja	145	39.7
	Kaduna	102	27.9
Investment Experience	Less than 1 year	43	11.8
	1-3 years	127	34.8
	4-6 years	96	26.3
	7-10 years	68	18.6
	More than 10 years	31	8.5
Primary Investment Type	Stocks/Equities	128	35.1
	Real Estate	87	23.8
	Cryptocurrency	45	12.3
	Bonds	23	6.3
	Mutual Funds	34	9.3
	Mixed Portfolio	48	13.2

Source: Field Survey, 2026

Table 2 shows that all constructs demonstrated excellent internal consistency reliability, with Cronbach's Alpha values exceeding the 0.70 threshold. The overall emotional intelligence scale

achieved a Cronbach's Alpha of 0.941, indicating exceptional reliability. These results confirm that the measurement instruments are highly reliable for the study.

Table 2:
Reliability Statistics (Reliability Test)

Variable	Number of Items	Cronbach's Alpha	Status
Self-Awareness	4	0.847	Excellent
Self-Regulation	4	0.832	Excellent
Social Awareness	4	0.819	Excellent
Relationship Management	4	0.825	Excellent
Previous Undesirable Experiences	4	0.791	Good
Neuropsychological Emotional State	4	0.808	Excellent
Handling Feelings	4	0.843	Excellent
Emotional Intelligence (Overall)	28	0.941	Excellent
Artificial Intelligence	10	0.888	Excellent
Investment Decisions	12	0.923	Excellent

Source: SPSS Output, 2026.

Table 3 indicates that respondents demonstrated high levels of emotional intelligence overall (M=3.82, SD=0.641) across all dimensions. Among these, Self-Awareness recorded the highest mean score (M=3.98), followed by Previous Undesirable Experiences (M=3.91) and Neuropsychological Emotional State (M=3.84). Additionally, Investment Decisions also showed a high mean score (M=3.88, SD=0.698), suggesting that respondents generally make sound investment choices. In contrast, Artificial Intelligence usage was moderate (M=3.45, SD=0.912), indicating varied adoption levels among investors.

Table 3:
Descriptive Statistics of Study Variables (N=365)

Variable/Dimension	Mean	Std. Deviation	Interpretation
Emotional Intelligence Dimensions:			
Self-Awareness	3.98	0.742	High
Self-Regulation	3.76	0.821	High
Social Awareness	3.82	0.768	High
Relationship Management	3.69	0.835	High
Previous Undesirable Experiences	3.91	0.796	High
Neuropsychological Emotional State	3.84	0.778	High
Handling Feelings	3.72	0.847	High
Emotional Intelligence (Overall)	3.82	0.641	High
Artificial Intelligence	3.45	0.912	Moderate
Investment Decisions	3.88	0.698	High

Source: SPSS Output, 2026.

Note: Scale interpretation: 1.00-1.80 = Very Low; 1.81-2.60 = Low; 2.61-3.40 = Moderate; 3.41-4.20 = High; 4.21-5.00 = Very High.

Table 4 reveals significant positive correlations between all dimensions of emotional intelligence and investment decisions. The overall Emotional Intelligence construct showed a strong positive correlation with Investment Decisions ($r = 0.834$, $p < 0.01$), indicating that higher emotional intelligence is associated with better investment decision-making. Among the dimensions, Self-Regulation demonstrated the strongest correlation with Investment Decisions ($r=0.768$, $p<0.01$), followed by Self-Awareness ($r=.742$, $p<0.01$) and Handling Feelings ($r=.731$, $p<0.01$). Artificial Intelligence also showed a significant, moderate positive correlation with Investment Decisions ($r = .412$, $p < 0.01$).

Table 4:
Pearson Correlation Matrix

Variable	1	2	3	4	5	6	7	8	9	10
1. Self-Awareness	1									
2. Self-Regulation	.726**	1								
3. Social Awareness	.681**	.698**	1							
4.Relationship Management	.645**	.672**	.714**	1						
5.Previous Undesirable Exp.	.592**	.634**	.587**	.601**	1					
6.Neuropsychological State	.658**	.697**	.652**	.618**	.671**	1				
7.Handling Feelings	.712**	.748**	.689**	.673**	.645**	.702**	1			
8.Emotional Intelligence	.851**	.875**	.838**	.821**	.789**	.832**	.863**	1		
9.Artificial Intelligence	.284**	.312**	.356**	.341**	.298**	.319**	.327**	.378**	1	
10.Investment Decisions	.742**	.768**	.723**	.695**	.654**	.707**	.731**	.834**	.412**	1

Source: SPSS Output, 2026. Note: ** Correlation is significant at the 0.01 level (2-tailed)

The multiple regression analysis in Table 5 reveals that the seven dimensions of emotional intelligence, entered in a specified order, significantly predict investment decisions, $F(7,357) = 163.42$, $p<0.001$. The R^2 value of 0.761 indicates that 76.1% of the variance in investment decisions is explained by these seven dimensions, demonstrating a strong predictive relationship.Individual dimension analysis shows that:Self-regulation emerged as the strongest predictor ($\beta=0.249$, $t=4.417$, $p<.001$), Self-awareness ($\beta=0.198$, $t=4.133$, $p<0.001$), and Handling feelings ($\beta=0.198$, $t=3.468$, $p<.001$) were equally strong predictors, Social Awareness ($\beta=0.173$, $t=3.413$, $p=0.001$), and Neuropsychological State ($\beta=0.162$, $t=3.295$, $p=.001$) showed moderate but significant effects, Relationship management ($\beta=0.160$, $t=3.116$, $p=0.002$) demonstrated

significant influence, Previous undesirable experiences (β=0.112, t=2.390, p=0.017) showed the weakest but still significant effect. All beta coefficients are positive, indicating that increases in any dimension of emotional intelligence are associated with improvements in the quality of investment decision-making.Based on the statistical evidence (R^2=0.761, F=163.42, p<0.001), we reject the null hypothesis (H01) and accept the alternative hypothesis (H_{a1}). There is strong statistical evidence of a significant positive relationship between the dimensions of emotional intelligence and investors' investment decisions.

Table 5:
Multiple Regression Analysis - Emotional Intelligence Dimensions Predicting Investment Decisions

Model Summary				
R	R^2	Adjusted R^2	Std. Error	F-statistic
.872	.761	.756	.345	F(7,357)=163.42, p<.001

Coefficients					
Predictor	Unstandardized β	Std. Error	Standardized β	t-value	Sig.
(Constant)	0.542	0.128		4.234	.000
Self-Awareness	0.186	0.045	.198	4.133**	.000
Self-Regulation	0.212	0.048	.249	4.417**	.000
Social Awareness	0.157	0.046	.173	3.413**	.001
Relationship Management	0.134	0.043	.160	3.116**	.002
Previous Undesirable Exp.	0.098	0.041	.112	2.390*	.017
Neuropsychological State	0.145	0.044	.162	3.295**	.001
Handling Feelings	0.163	0.047	.198	3.468**	.001

Source: SPSS Output, 2026. Note: *p<.05; **p<.01

Evidently, from Table 6, Artificial intelligence is a major moderator of the relationship between Emotional Intelligence and Investment Decisions. The interaction term (EI × AI) is significant (β = .172, t = 6.238, p < .001) and explains an additional 2.7% of the variability in investment decisions. This finding suggests that the impact of emotional intelligence on investment decisions was greater when investors used AI tools, indicating a synergy between human emotional abilities and artificial intelligence

Table 6:
Hierarchical Regression Analysis - Moderating Effect of AI

Model	Variables Entered	R^2	R^2 Change	F Change	Sig. F Change
1	Emotional Intelligence	.695	.695	825.64	.000
2	Emotional Intelligence + AI	.722	.027	35.18	.000
3	EI + AI + (EI × AI)	.749	.027	38.92	.000

Model 3 Coefficients					
Predictor	β	Std. Error	Standardized β	t-value	Sig.
Emotional Intelligence	.687	.052	.712	13.212**	.000
Artificial Intelligence	.198	.041	.259	4.829**	.000
EI × AI (Interaction)	.134	.021	.172	6.238**	.000

Source: SPSS Output, 2026.

Discussion of Results

The findings of this study provide strong empirical support for a significant positive relationship between emotional intelligence dimensions and investment decision-making among investors in Nigeria. The variables correlate strongly ($r=0.834$) and account for a considerable proportion of explained variance ($R^2=0.761$), in agreement with and building on the findings of Chambers and Simon (2022), who noted positive relationships between emotional intelligence and investment decisions in developing areas.

In particular, the emergence of Self-regulation as the most powerful predictor of investment decisions ($\beta = 0.249$) is noteworthy and theoretically consonant with the principles of behavioural finance. This means that investors' ability to both restrain their impulsiveness in emotionally charged environments and stay calm in volatile ones, avoiding emotion-driven, hasty decision-making, is truly the key emotional competency for achieving investment success.

The other strong predictors, Self-Awareness ($\beta=0.198$) and Handling feelings ($\beta=0.198$), reinforce the need for emotional consciousness and management in finance. Self-aware investors, aware that emotions affect judgment, use compensatory strategies or delay decisions until emotions subside. The ability to quell emotionswhether fear during market tumbles or greed when opportunities surgeaddresses the emotional traps identified by Hess and Bacigalupo (2011), who argued that emotions obstruct effective investment decision-making.

The was a moderate but significant effects of socialawareness ($\beta =0.173$) and Neuropsychological State ($\beta = 0.162$) indicate that investment decisions are multifaceted. Social awareness helps investors analyse market sentiment and recognise collective behavioural patterns among potential investors. Neuropsychological factors in investment include assessing one's state of mind, stress levels, and cognitions before committing, aligning with the holistic view of emotional intelligence supported by this study.

Interestingly, Previous undesirable experiences is the weakest predictor ($\beta = 0.112$), yet it remains significant. This suggests that while past failures shape today's decisions, their impact is not as strong as present emotional management abilities. This paradox arises because some investors learn from past errors (benefit), while others remain influenced by them, resulting in a moderate relationship.

The most significant moderating effect of Artificial intelligence ($\beta = .172$, $p < .001$) is a key contribution of this study. It bridges the gap in research on combining human emotional and computational intelligence. The positive interaction effect indicates that AI tools enhance, rather than replace emotional intelligence. This supports Hao *et al.*'s (2023) theoretical perspective on the fusion of human judgment and algorithmic capability.

5.0 Conclusion

The study examines the relationship between emotional intelligence dimensions and investment decision-making among Nigerian investors, with artificial intelligence as a moderating variable. This study asserts that emotional intelligence is a vital determinant of the quality of investment decision-making. Emotional intelligence includes self-awareness (recognizing one’s own emotions), self-regulation (controlling personal impulses), social awareness (understanding others’ emotions), relationship management (maintaining healthy interactions), considering prior

negative experiences (reflecting on past emotional setbacks), neuropsychological emotional state (recognizing how the brain's emotional state affects decisions), and handling feelings (managing emotional responses). Together, these elements shape investor behaviour in complex financial markets. The study shows that emotional competencies are not merely complements to technical and financial knowledge but;core skills that enable investors to withstand psychological pressure, manage potential cognitive biases (systematic thinking errors), and maintain rational judgment amid market volatility. The notable moderation of artificial intelligence, incorporated here as computer systems simulating human intelligence, suggests technology amplifies rather than replaces human emotional intelligence, so the best investment outcomes arise from human-AI collaboration rather than by fully automating investment processes. These findings contribute to behavioural finance theory by providing empirical evidence for the central role of psychological factors in financial decision-making, especially in a volatile Nigerian economic environment characterised by information asymmetry (unequal access to information) and institutional uncertainty (unpredictable rules or regulations). Ultimately, the study argues that sustainable investment outcomes require enhancing emotional intelligence alongside technology, as both together improve decision-making effectiveness in modern financial marketplaces.The study is aligned with the theoretical perspective of Goleman's emotional intelligence theory whichidentify the role of emotions in the interaction between the market environment and investor.

Given the study findings, the recommendations were as follows: a self-reflective exercise and a personality test should be included in investment education programs so that investors can recognise the emotional factors which influence them, their risk tolerance, and their biases before they make financial commitments. Financial institutions should give investors practical situations to exercise impulse control. They should also teach investors how to manage stress and remain disciplined in following the agreed-upon investment plan, to avoid making emotion-driven decisions during market fluctuations. Investors should aim to develop market empathy and understand sentiment by engaging in investment clubs, forums, and networking events, as these experiences prepare them to interpret social and market dynamics effectively.Brokerage firms and investment advisors can offer regulation toolssuch as mindful practice, cooling-off periods before significant transactions, and emotion-logging journalsto help investors recognise and manage feelings that influence their financial choices.Financial technology developers should create AI-driven investment tools that enhance, not replace, human emotional intelligence. Future research should extend this line of inquiry by examining the comparative analyses of emotional intelligence on investment decision- making between Nigeria and South Africa.

References

Ahmad, M., & Shah, Z. A. (2022). Overconfidence heuristic-driven bias in investment decision making and performance: Mediating effects of risk perception and moderating effects of financial literacy. *Journal of Economics and Administrative Sciences*, 38(1), 60-90. https://doi.org/10.1108/JAES-07-2020-0116

Bar-On, R. (2006). The Bar-On model of emotional-social intelligence (ESI). *Psicothema*, 18(Suppl), 13-25.

Bradberry, T., & Greaves, J. (2009). *Emotional intelligence 2.0*. TalentSmart.

Chambers, D., & Simon, D. (2022). Analyzing the influence of emotional intelligence on investor behaviour in developing regions: A PRISMA systematic review. *International Journal of Management and Humanities*, 8(12), 19-22.

El-Chaarani, H. (2016). Exploring the impact of emotional intelligence on portfolio performance: An international exploratory study. *Humanomics*,*32*(4), 474–497. https://doi.org/10.1108/H-02-2016-0012

Fenton-O'Creevy, M., Soane, E., Nicholson, N., & Willman, P. (2011). Thinking, feeling and deciding: The influence of emotion on the decisions making and performance of traders. *Journal of Organizational Behavior*, 32, 1044-1061.

Goleman, D. (1998). *Working with emotional intelligence*. Bantam Books.

Goleman, D. (2009). *Emotional intelligence: Why it can matter more than IQ*. Bloomsbury Publishing.

Hadi, F. (2017). Effect of emotional intelligence on investment decision making with a moderating role of financial literacy. *China-USA Business Review*, 16(2), 53-62.

Hao, J., He, F., Ma, F., Zhang, S., & Zhang, X. (2023). Machine learning vs deep learning in stock market investment: International evidence. *Annals of Operations Research*. https://doi.org/10.1007/s10479-023-05286-6

Hess, J. D., & Bacigalupo, A. C. (2011). Enhancing decisions and decision-making processes through the application of emotional intelligence skills. *Management Decision*, 49(5), 710721.https://www.kompasiana.com/istiqomariyah/5f464d40097f364f2b0c43a4/perlunya-kecerdasan-emosi-dalampengambil-keputus

James, D., & Arnold, C. (2011). Enhancing decision and decision-making processes through the application of emotional intelligence skills. *Management Decision*, 49(5), 710-721.

Kumar, S., & Chaurasia, A. (2024). The relationship between emotional biases and investment decisions: A meta-analysis. *IIMT Journal of Management*, 1(2), 171-185.

Lerner, J. S., Li, Y., Valdesolo, P., & Kassam, K. S. (2015). Emotion and decision making. *Annual Review of Psychology*, 66, 799-823.

Loewenstein, G. (2000). Emotions in economic theory and economic behavior. *American Economic Review*, 90(2), 426-432.

Lucey, B. M., & Dowling, M. (2005). The role of feelings in investor decision-making. *Journal of Economic Surveys*, 19(2), 211-237.

Maqsood, A. (2020). Does under confidence matter in short-term and long-term investment decisions? Evidence from an emerging market. *Management Decision*, ahead-of-print. https://doi.org/10.1108/MD-07-2019-0972

Mayer, J. D., & Salovey, P. (1997). What is emotional intelligence? In P. Salovey & D. Sluyter (Eds.), *Emotional development and emotional intelligence: Educational implications* (pp. 3-31). Basic Books.

Munir, I. U., Shen, Y., Shahzad, M. I., Zaidi, S. Y., & Hussain, S. (2018). Effect of emotional intelligence on behavior of investment: Possible role of financial literacy and gender. *Asia Proceedings of Social Sciences*, 2(2), 79-83.

Muzzamil, R., Dhiman, D. B., & Gagandeep, A. C. (2024). Minds and Machines: Impact of Emotional Intelligence on Investment Decisions with mediating the role of Artificial Intelligence. International *Journal of Engineering, Business and Management*, 8(1), 01-10.

Odiong, Jacob Esu;Okoi, Innocent Obeten;Okon, Asidok Nsikhe&Nwanne,Daniella Chinyere (2025). Modelling multiple municipal business taxes as a predictor of decline in profitability of Small and Medium-scale Enterprises in Calabar metropolis, Cross River State, Nigeria. *Onioŋ: AJU Journal of Multidisciplinary Studies,* 2 (1), 113-141.

Okoi, Innocent O., Onigah, P. O., Edim, M. D., Eddu, T. G., & Odey, J. A. (2026). Capital adequacy and operating efficiency of Nigerian deposit banks: Evidence from panel data. *International Journal of Accounting, Management and Economic Review*, 2(1). https://doi.org/10.57233/ijamer.v2i1.01

Otosi F. Bassey, Okoi I. Obeten, Iwara O. Etim, Osong U. Obeten, Ubi I. Ubana, Eba A. Okpaje, Eja B. Richard, Faithpraise F. O. (2026). The Impact of Compensation Policy on Innovative Employee Attraction and Retention in Calabar Municipality, Nigeria. *African Journal of Business and Economic Research (AJBER),*21(1), 367-391. DOI: https://doi.org/10.31920/1750-4562/2026/v21n1a16

Pervez, H. (2014). *Impact of emotional intelligence on investment decisions* [Unpublished doctoral dissertation]. University of Management and Technology.

Petrides, K. V., & Furnham, A. (2001). Trait emotional intelligence: Psychometric investigation with reference to established trait taxonomies. *European Journal of Personality*, 15(6), 425-448.

Puspita, N. V., Mansor, A. A., &Yuliari, K. (2023). Emotional intelligence, sociodemographic, and investment decision: The moderating effect of financial literacy. *Manajemen dan Bisnis*, 22(2), 93-101.

Salehi, M., & Mohammadi, N. (2017). The relationship between emotional intelligence, thinking style, and the quality of investors' decisions using the log-linear method. *Qualitative Research in Financial Markets*, 9(4), 325-336. https://doi.org/10.1108/QRFM-04-2017-0025

Saloni, R., & Babli, D. (2020). How do emotional intelligence and behavioral biases of investors determine their investment decisions? *Rajagiri Management Journal*, 14(1), 35–47. https://doi.org/10.1108/RAMJ-12-2019-0027

Salovey, P., & Mayer, J. D. (1990). Emotional intelligence. *Imagination, Cognition and Personality*, 9(3), 185-211.

Singh, D., &Turała, M. (2022). Machine learning and regularization technique to determine foreign direct investment in Hungarian counties. *Danube*, 13(4), 269–291. https://doi.org/10.2478/danb-2022-0017

Singh, S., Madaan, G., Singh, A., & Swapna, H. R. (2023). Empirical assessment of how the impact of emotional intelligence and behavioural biases determine the investment decisions of information technology professionals. *Folia Oeconomica Stetinensia*, 23(2), 352-369.

Subburaj, T., Hameed, A. M., Balaji, S. G., Manickam, G., & Saravanan, V. (2024). Impact of Investors' Emotional Intelligence on investment Decision-making. *Educational*

Administration: Theory and Practice, 30(1), 3175-3180. https://doi.org/10.53555/kuey.v30i1.706.5

Tanvir, M., Sufyan, M., & Ahsan, A. (2016). Investor's emotional intelligence and impact on investment decision. *International Journal of Academic Research in Economics and Management Sciences*, 5(3), 12–28. http://dx.doi.org/10.6007/IJAREMS/v5-i3/2237

Tuckett, D., & Taffler, R. J. (2012). *Fund management: An emotional finance perspective*. CFA Institute Research Foundation.

William Inyang, Innocent Okoi, Ije Ubi, Inyang Inyang, Essien Oden, Femi Gabriel and James ObrikuOtiwa (2026). Green governance and investor value: An empirical study of sustainability practices among Nigerian listed industrial firms. *Environmental Economics,* 17(1), 128-139. https://doi:10.21511/ee.17(1).2026.10

Yosafat, C. S., & Lenny, G. (2023). The influence of Emotional Intelligence on Investing Decisions, *Journal of Entrepreneur.* 12(1), 13-18.