



Kolegji AAB

FACULTY OF ECONOMICS

DEPARTMENT: MA MANAGEMENT AND INFORMATICS

MASTER THESIS

THEME:

**THE ROLE OF THE MANAGER IN THE ORGANIZATION: CASE
STUDY SHOPPING CENTER “GRAND STORE”**

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ABSTRACT

The responsibility of management in our society is decisive not only for the organization itself, but also for the public attitude towards its management, its success and status, for the future of the country's economic and social system. In today's business, the role of the manager in the organization is growing because of focusing on achieving the goals of the organization, due to the goal of achieving the goals in cooperation with the individuals of the organization as well as the relationships between its individuals. This study aims to investigate the impact of the role of the manager in the organization. The manager plays an important role in achieving the organization's goals and in building effective relationships with its individuals. Also, this study aims to reflect the role of the manager at the Kosovo shopping center. The development of shopping centers Kosovo has made the role of the manager increase the quality of service to the customer and establish cooperative relations with the staff of the shopping center. Finding the most effective way to increase service and achieve the objectives is achieved by separating the tasks of individuals and groups, where the authority and responsibility, cooperation and understanding are defined by the departmental of the shopping center. In general, this paper tries to determine how many Kosovo shopping centers are successful from their management role.

CONCLUSIONS

Based on the research carried out by this paper, the following conclusions can be drawn: the role of the shopping mall manager is a very important role that helps in the maximum function of the center and in the crossing of different obstacles of distance and space between its employees and consumers of the center throughout the Kosovo market. The manager through strengthening his role as a new form of trading center strategy can say that it is a very good form, perhaps not for all shopping centers, but for most of them in the Kosovo market. Relations with employees and direct relation with the public are a discipline that improves the image of the shopping center. The use of public relations increases the credibility and awareness of the products of a center through the strengthening of the internal relations manager-employee shopping center. Relations are those that create and maintain good will and mutual understanding between a center, manager, employee, and customer.