



# 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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## **CONTENT**

### **ACKNOWLEDGMENT**

### **ABSTRACT**

### **CONTENT**

### **INTRODUCTION**

### **THEORIES ABOUT THE ROLE OF THE MANAGER IN THE ORGANIZATION**

### **METHODOLOGY**

Starting and presenting the problem

Aim of the paper

Subject and importance of research

Objectives of the study

Questions/Hypotheses

Research methodology

Techniques and measuring instruments

Population and samples

### **THEORETICAL FRAMEWORK AND DEFINITIONS OF LITERATURE**

Management understanding and management approaches

The role and skills of managers at the shopping centers

Theoretical problems of leadership in shopping malls as a managerial function

### **AUTHORITY, RECOGNITION AND STYLES OF RIGHT**

### **ROLE OF THE MANAGER OF THE SHOPPING CENTER**

Manager of the shopping center

The role of the manager at the shopping center

Capabilities of the shopping center manager

Technical skills of the shopping center manager

Interpersonal skills of the shopping center manager

Conceptual capabilities of the shopping center manager

Diagnostic skills of the shopping center manager

## THE BASICS OF THE MOTIVATION THEORY

The importance of knowing motivation

## THE ROLE OF MOTIVERS - PROSECUTORS

Communication in the organization

Communication process

Means of communication

## PRESENTATION OF SHOPPING CENTERS IN KOSOVO

The factual situation of leadership at the shopping centers

The role of employees in realizing sales in the shopping center

Activity of the shopping center in public relations

Shopping Center "Grand Store"

Experience of advanced states in relation to shopping malls

## RESULTS AND ANALYSIS

Reasons for research

Characteristics of respondents

Analysis

## CONCLUSIONS ABOUT RESEARCH

## CONCLUSIONS

## USED LITERATURE

## **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.