



Kolegji AAB

FACULTY OF ECONOMICS - MASTER STUDIES

DEPARTMENT: MARKETING

MASTER THESIS

MANAGEMENT ROLE IN THE DEVELOPMENT OF HUMAN RESOURCES

Mentor:

Prof. Dr. Ass. Baki Koleci

Candidate:

Fidan F. Qerimi

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I. THEORETICAL PART

INTRODUCTION

In an organization, we have three types of assets:

1. Materials
2. Financial, and
3. Human resources.

From these three assets to the onslaught are human resources, because without human resources, those assets will not be multiplied, so this asset in the future will increase the value of the entire enterprise.

With access to the growth and development of the enterprise, we see that human resources should have a special place and have a special care in the enterprise, because by using methods and tools that make our workers feel good and will evaluate the company as their property, they will give the best results progressively.

By using these methods and tools, we as a company motivate our employees to make the best of the enterprise and to achieve the best results.

Based on this principle, I consider that it is very important for my master theme to have the theoretical aspect of how management scholars have provided the theory and the research part which will see how important do the management of Kosovar companies give to the human resources development and what is the role of management in this process of human resources development.

The main focus of research on this Master's Thesis is the management's role in the sphere of organization management depending on management functions in the business sphere of business, depending on the management, culture and ethics functions, as well as the development of human resources in organization. Human factor research incorporates important knowledge from the sphere of psychologists, sociologists, economists, lawyers, and so on. Motivating factors, conflicts, interpersonal relationships, stress, hierarchy, creativity, knowledge,

intelligence - all of these are names that need to be looked at in detail and the final product is gained, which in reality represents the target of people's research and management in the organization.

With this master's theme, we will come to define the role of management in developing human resources, how management strives to develop human resources, what methods and how to achieve the tools to develop human resources. Through surveys in Kosovar enterprises we will find out how management of Kosovar companies treats and develops human resources, how satisfied they are and what they expect from their company to offer them.

Based on the theory and information we collect in Kosovo's companies, we will give recommendations on how human resources will need to be addressed, what methods and what tools should companies use to develop human resources.

This paper aimed to be a manual for the development of human resources in Kosovo's companies.

As noted in the introduction to this paper, human resources are the source of life for the organization, which is the most important resource in the organization and the handling of human resources will have to be special.

The research of this topic is of particular importance to me due to my work in the management profession, also in my work at AAB University as an assistant in the Management subject, this paper will also be a manual for the development of human resources for Kosovo's companies based on contemporary theories and compared to the level of human resources treatment in Kosovo's companies and international companies.

Since we have a case study, Eng Office ShPK and Ask Trade Ltd, we will use quantitative and qualitative methods.

With the quantitative method, we will collect data from the management of Eng Office ShPK and Ask Trade Ltd about human resources and their development, while from employees we will collect data on how human resources are handled.

With the qualitative method, we will collect data on how human resources are handled in Kosovo's companies and international companies.

This paper is expected to have the following results:

- Introduction of concepts for the management role in the development of human resources in theoretical terms.
- We will give you an overview of:
 - The role of management in the development of human resources in Kosovo's companies,
 - The role of management in the development of human resources in international companies,
- Comparison of the management role in the development of human resources of Kosovar and international companies.
- Providing conclusions on human resources in Kosovo's companies.
- Providing recommendations for addressing human resources.

FINAL REVIEW

Bearing in mind that the role of management over people as resources in modern society is dependent on their culture and ethics of behavior, senior management in the organization will plan and control the knowledge of people and skills with predetermined rates and behavioral rules, all of which lead to the successful realization of organizational goals.

People who are not based on their educational status must be trained and improved.

The leader helps management manage and guide the human potential to the priority goals for both the individual and the organization through the business sphere.

The role of human resource management also shows well formulated strategies in relation to the mission and goals of the organization.

Through the planning, recruitment, selection, socialization, training, effectiveness and advancement of human resources, the overall data is analyzed, which enables flexibility of management in the organization.

People who with their confidence, values, knowledge and skills through their motivation and dedication to the organization in the field of business and modern society make it possible for the management to move on with its ease of operation.

In the field of business in the modern society, new changes and challenges are observed, so the management of human resources will try to educate individuals in the organization continuously, improving their knowledge and skills with the previously acquired, raising their creative and innovative spirit boldly and responding to the new state of affairs with which the role of management in the organization will become more pronounced, and all this will be more effectively implicated by the manager on human resources in the organization in some future directions to modern business work.