



Kolegji AAB

FACULTY OF ECONOMICS -MASTER STUDIES

MARKETING AND BUSINESS MANAGEMENT

MASTER THESIS

**THE FUNCTION OF LEADERSHIP AND APPROACH OF SHOPPING
CENTERS TOWARDS MANAGEMENT FUNCTION**

Mentor:

Prof. Assoc. Dr. Fetah Reçica

Candidate:

Mejreme Lekiqi

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CONTENT

1. INTRODUCTION

2. METHODOLOGY

2.1 Point out and issue the problem

2.1.1 Current situation in the field of study

2.1.2 Hypothesis

2.1.3 Questions/hypotheses

2.1.4 Expectations of the study

2.1.5 Objectives

2.1.6 Methodology

2.1.7 Selection of the sample

2.1.8 Data analysis

3. REVIEW OF LITERATURE

3.1 Theoretical management problems

3.1.1 Management concept

3.2 Theoretical management problems as a managerial function

3.2.1 Basics of motivation theory

3.2.2 Communication

3.2.3 Authority, wisdom and leadership styles

4. PRESENTATION OF SHOPPING CENTERS IN KOSOVO

4.1 Leadership, a condition for the success of shopping centers

4.1.1 The factual situation of leadership in shopping centers

4.1.2 Advancement of advanced states in relation to shopping centers

5. ANALYSIS OF RESULTS

5.1 SURVEY: Leadership as a managerial function in shopping centers

5.1.1 Questions and results

6. CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions

6.1.1 Argumentation of hypotheses

6.2 Conclusions

6.3 Recommendations

6.4 Acknowledgements

7. LITERATURE

8. ANNEX

CONCLUSIONS

The research data and the questions posed directly orient our assessment in the following conclusions. Leadership as a managerial function is relatively difficult because it has to do with people and they require special treatment for the same people in different situations, and in particular different treatment for different characters. Respondents' statements conclude that this is being carried out to a large extent by respondents and their colleagues, especially given their leadership styles.

Leadership styles are of a variety of types and their combination of good is difficult to apply.

Shopping centers are experiencing quick cuts and this requires them to have leadership structures with high leadership skills.

Managers surveyed feel the importance of leadership as a managerial function, the practical application of which function requires the addition of existing knowledge, especially in the application of material instruments, especially those of intangible motivation and promotion.

The length of time needed to complete questionnaires and multiple questions can be understood as the need to expand practical knowledge in terms of leadership styles and instruments.

The shopping centers with their dynamic activity and the time span in seven days, require a special approach of scientific activity, as a high potential of economic development.

The factual situation in shopping centers proves that leadership as a managerial function has found considerable treatment, but the need and desire for improvement has not diminished.