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Functioning of Shopping Malls in North Maharashtra

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Introduction

The researcher has discussed on the feedback from Divisional Managers, Store Managers and Customers regarding functioning of Sample Malls in North Maharashtra. In shopping malls, according to general staffing pattern adopted, there are about 6-7 Divisional Managers in each of the Mall. Each manager is assigned one or two departments to handle. Departments in Malls are like Accounts, finance, stores, garments, electronics, HRM, Beauty Care (Cosmetic), Food & Non-food items departments etc. In each department there are number of employees working at different levels are Sales Manager, Sales Supervisor & Sales Associates. Interview of Divisional Managers was conducted through structured interview schedule by the researcher and following tables and graphs have been generated and analyzed by the researcher. This analysis has helped the researcher to know the side of the management with regard to employees' performance and job satisfaction and the inter-personal relationship in shopping mall from the feedback of divisional managers. Managers were also asked their opinion on the level of job satisfaction and performance of employees under them.

Following chart shows the district-wise shopping malls in North Maharashtra



The Role of Divisional Managers

A division manager oversees a section of an organization. He or she sets the direction for the division and ultimately is responsible for the division's success. Planning, organizing, allocating resources and directing the day-to-day operations of the division are the general duties of this manager. Specific responsibilities can vary, depending on the size of the organization, and how it is organized. A person in this position might oversee an entire physical company site, such as a manufacturing plant, or might be the top person directing a large department that has personnel at one or more organization locations, such as a sales division.

The responsibilities of a division manager include developing the goals and objectives for his or her organization. The manager establishes the policies and procedures to be followed by employees. On a regular basis, the person in this role monitors operations to ensure that division goals and objectives are being met and that policies and procedures are being followed. He or she is responsible for fixing problems that can stand in the way of achieving division goals, whether by implementing process improvements or by taking corrective actions.

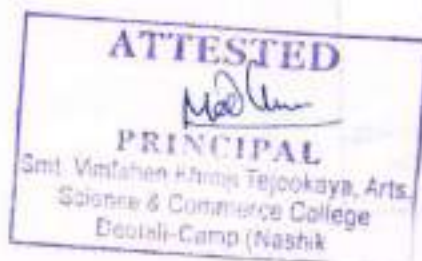
Others work their way up to the job by working in various roles within the division while exhibiting responsibility and strong leadership skills. Some of the qualities needed to work in this role include strong problem-solving ability, good communication skills and an ability to see the big picture.

The Divisional Sales Manager provides direct support to the Sales function by assisting Senior Division Leadership by serving as a primary sales coach to the frontline sales organization. The position is responsible for the coaching, training and evaluation of sales staff through daily interaction in the field.

Basic information about Divisional Managers

Table 1.1 shows information about the Divisional Head their Education and Experience about work. The locational background for the language, behavior, nature, communication skill, understanding each other, also know how many departments they have handled in shopping malls.

Table 1.1 shows that out of 20 divisional managers in the sample, 18 are males (90.0 per cent) and remaining 2 are females (10.0 per cent) It also found that the average



age of the Divisional manager is 35. The education level is also good because 13 managers in shopping malls are Post Graduates and 7 are Graduates. 70 managers (70.0 per cent) came from urban area and remaining 30 managers (30.0 per cent) from rural area. Each manager handles, on an average, two departments and only a few handle a single department in shopping mall.

Table 1.1

Basic information about Divisional Heads

City	Mall	Male/ Female	Age	Education	Urban /Rural	Number of departments handled
Nashik	1 ED 1	M	38	M. Com.	Urban	2
	1 ED 2	M	32	MBA	Urban	2
	2 BB 1	M	37	B. Com.	Rural	2
	2 BB 2	M	25	MBA	Urban	2
	3 CCM 1	M	38	B. Com.	Urban	2
	3 CCM 2	M	36	M. Com. MBA	Urban	2
	4 RF 1	M	31	M. Com.	Urban	1
	4 RF 2	M	27	B. Com.	Urban	2
	5 CM 1	M	33	B. Com.	Urban	2
	5 CM 2	F	27	MBA	Urban	2
Nagar	1 MB 1	M	41	B. Com.	Rural	2
	1 MB 2	M	37	M.A.	Rural	2
	2 BB 1	M	39	B. Com.	Rural	1
	2 BB 2	M	35	M. Com.	Urban	2
Jalgaon	1 BB 1	M	38	B. com.	Urban	2
	1 BB 2	F	34	M. Com.	Urban	2
	2 DM 1	M	35	M. A	Rural	1
	2 DM 2	M	29	B. Com. Rural m.	Urban	2
Dhule	1 HM 1	M	42	M. Com.	Urban	2
	1 HM 2	M	38	M. A.	Rural	2
Total/ Av	20	20	35	7 Graduates 13 PGs	14 Urban 6 Rural	37

Source: Compiled from primary data collected by researcher.

Role of Store Manager

The Store Manager is responsible for managing and maximizing profitability, and sales of a company owned retail store. The Manager is accountable for the financial budget including: the controlling of labor costs and overall expenses of the locations. Maintains and represents the company's core values of service, quality and integrity to create total customer satisfaction.



The position of retail store manager is one that holds vast duties and great responsibilities. There are a wide variety of retail stores which employ retail store managers to maintain the overall quality and day-to-day operations of the establishment.

The retail store manager is an individual who oversees the daily operations of a retail establishment. That individual is responsible for overseeing the daily work of subordinate employees, ensuring that customers have a pleasant shopping experience and completing many other duties necessary to run the store in an effective and efficient manner.

The retail store manager deals with the money that comes into the store and goes back out as well. The retail store manager is responsible for handling the turning in of cash at the end of each sales associate's day and is required to ensure that all the money is accounted for in the end. A retail store manager is usually responsible for paying the employees and ensuring that the paychecks match the hours worked by each employee.

One very important duty of the retail store manager relates to customer service responsibilities. From time to time, shoppers within the retail store will ask to speak with a manager whether it is to issue a complaint regarding their shopping experience or provide a compliment to an employee or the store itself. The retail store manager is the higher up individual in the retail ranks who provides an ear to customers who wish to express either their pleasure or displeasure regarding an aspect of the store. Therefore, the retail store manager must be extremely well versed in matters of customer service.

What does the Store Managers feel about the mall and employees?

Table 1.2 shows personal Information about the store manager in shopping malls. They handle the malls with their experience, education, skills and knowledge .So the background history is also important.



Table 1.2
Basic information about Store Managers

City	Mall	Gender	Age	Education	Urban / Rural
Nashik	1 ED	M	34	MBA	Urban
	2 BB	M	32	Diploma	Urban
	3 CCM	M	31	MBA, ICWA	Urban
	4 RF	M	33	M. Com., BBA	Urban
	5 CM	F	36	MBA	Urban
Nagar	1 MB	M	38	MSc.	Rural
	2 BB	M	35	MBA	Urban
Jalgaon	1 BB	M	35	MBA	Urban
	2 DM	M	40	MA	Urban
Dhule	1 HM	M	40	M. Com.	Rural
Total	10	M=8, F=2	35	PGs=9, Dip.=1	U=8, R=2

Source: Compiled from primary data collected by researcher.

In one shopping mall there is only one store manager to handle all the management of various departments with divisional manager. Above table shows the 8 male and 2 female store managers. Average age of the all of them is 35, education is also post graduates most of the store managers completed their master degree in Arts, Commerce and management. One Store Manager is a holder of post-graduate degree in science and exceptionally a single store manager is a diploma holder. If we go by locational background of Store Managers, we found 8 store managers from urban base and 2 from rural base. Researcher has tried to collect data on past experiences of officers and employees of the malls but could not get response from the respondents. It appeared that most of them were in their first job in the current malls where they were interviewed.

What Customers Feel about Malls?

It is necessary to obtain feedback from customers because they are sovereign in markets of whatsoever product or service. So long as the customer is satisfied, the producer or seller is not worried about losing the market to his competitor. Though the main focal point of this study is performance and job satisfaction of employees in the malls, it was equally important to know what customers of malls feel about the employees and the services rendered by them to customers.

