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18<sup>th</sup> & 19<sup>th</sup> January, 2016



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## BEHAVIOURAL MODEL OF HUMAN RESOURCE MANAGEMENT IN SHOPPING MALLS

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### Job Satisfaction

Human Resource Management is considered to be the most valuable asset in any organization. It is the sum-total of inherent abilities, acquired knowledge and skills represented by the talents and aptitudes of the employed persons who comprise of executives, supervisors, and the rank and file employees. It may be noted here that human resources should be utilized to the maximum possible extent, in order to achieve individual and organizational goals. It is thus the employee's performance which ultimately decides and attainment of goals. However, the employee performance is to a large extent, influenced by motivation and job satisfaction.

Human resource management is a specialized functional area of business that attempts to develop programmes, policies, and activities to promote the job satisfaction of both individual and organizational needs, goods and objectives.

People join organizations with certain motives like security of income and job, better prospects in future, and satisfaction of social and psychological needs. Every person has different sets of needs at different times. It is the responsibility of management to recognize this basic fact and provide appropriate opportunities and environments to people at work to satisfy their needs. The researcher wants to explain about job satisfaction, among the employees.

### Behavioural Model

The researcher has suggested the behavioral model for the employees and their job satisfaction in shopping malls. With the help of this model management should keep in their mind some important point while recruitment in mall. Employee's skills, their interest and expectations from organization are also very important factor from the point of view of the organization. After the recruitment, training should be provided compulsorily to all employees because they know very well about the organization,





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### **BEHAVIOURAL MODEL OF HUMAN RESOURCE MANAGEMENT IN SHOPPING MALLS**

#### **❖ Job Satisfaction**

Human Resource Management is considered to be the most valuable asset in any organization. It is the sum-total of inherent abilities, acquired knowledge and skills represented by the talents and aptitudes of the employed persons who comprise of executives, supervisors, and the rank and file employees. It may be noted here that human resources should be utilized to the maximum possible extent, in order to achieve individual and organizational goals. It is thus the employee's performance which ultimately decides and attainment of goals. However, the employee performance is to a large extent, influenced by motivation and job satisfaction.

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#### **❖ Behavioural Model**

The researcher has suggested the behavioral model for the employees and their job satisfaction in shopping malls. With the help of this model management should keep in their mind some important point while recruitment in mall. Employee's skills, their interest and expectations from organization are also very important factor from the point of view of the organization. After the recruitment, training should be provided compulsorily to all employees because they know very well about the organization, their departments and their products also. They should know how to behave with the customer in the mall. If they satisfied with the policies of organization they perform better in shopping malls.

#### **❖ Recruitment**

The candidates need be recruited against each post after the scrutiny of their qualifications attitudes and interest in the job to be assigned. As far as possible, recruitment at junior positions should be made from the youngest generation, say from 18 to 22 years.

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**Recruitment:** The candidates need be recruited against each post after due scrutiny of their qualifications attitudes and interest in the job to be assigned. As far as possible, recruitment at junior positions should be made from the youngest generation, say from 18 to 22 years.

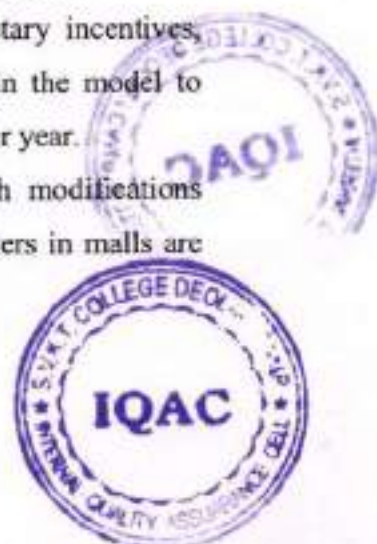
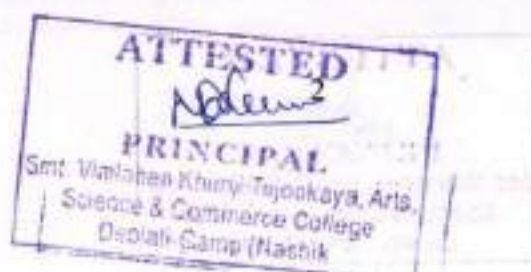
As far as possible each and every employee recruited must be inducted to the organization this will induce the new recruit's to understand importance of each departments in the organization and the importance their role in the organization. This will help in enhancing organizational loyalty.

The interest of the employee according to their skills acquired need be examined carefully and they should be properly placed under the responsible seniors to perform their technical skills or managerial skills. Regardless of the position or status within the organization every employee must have proper communication skills so that there should be no communication gap between the persons within the organization as well as with the customers.

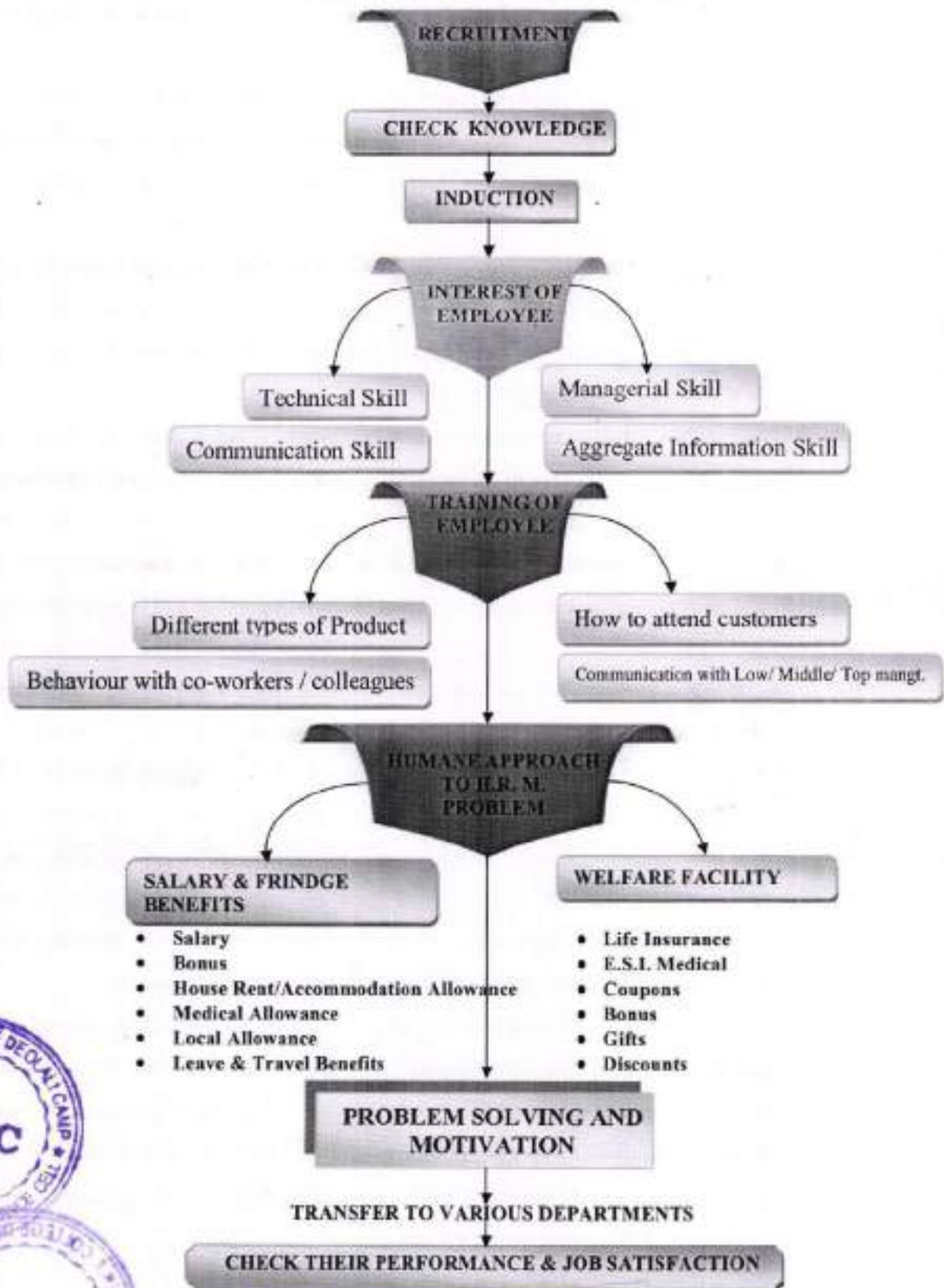
At the time of selection, the technical and managerial skills of the candidates before their entry into the job need be examined. As far as possible, the trained candidates need be prefer to those raw candidates. Incase such candidates are not readily available proper provision must be made for training of personnel before they are put to work. Special training need be given for behavioral norms so that there human relationship within the organization shall be cordial. This is particularly important about behavior with customers. Interpersonal relationship between the colleagues' middle and higher level of management is also no less important

Special care must be taken to see that monetary, non-monetary incentives, fringe benefits and welfare facilities should be adequate as shown in the model to provide motivation to employees with a view to perform better year after year.

Finally, researcher feels that if this model, off course, with modifications according to the situation at organizational level is applied. The workers in malls are likely to perform well than what they are today.



# BEHAVIOURAL MODEL



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### **The Main Purposes of Employee Assessment are**

- 1) To improve the job performance of employees and also to identify their potentialities.
- 2) To create and maintain a satisfactory level of performance.
- 3) To help for superiors to have a proper understanding about their subordinates.
- 4) To effect promotion based on competence and performance.
- 5) To know the areas where employees need training.
- 6) To reduce grievance of the personnel.
- 7) To make and develop wages plans which are just and rational.
- 8) To contribute to the employee growth and development through training, self and management development programmes.
- 9) To act as a basis for certain decisions involving selection promotion, demotion, transfer etc.
- 10) To guide the job changes with the help of continuous ranking.

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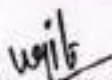
This is to certify that

Prof./Dr./Mr./Mrs./Miss Urmila Yogesh Gite

From S.V.K.T. College - Deolali Camp. has Participated as Delegated /

Resource Person / Presented a Paper / Chairperson has presented paper entitled Behavioural Model  
of Human Resources Management in shopping Malls.

in the Two Days National Conference organized by Department of Commerce & Economics.

  
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