The perspectives of store manager required competencies based on MCDM Method

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Abstract

Businesses are increasingly adopting competency models, which have proven their value as a human resources (HR) management tool. Specifically, this paper aims to investigate what types of job competencies are required for store managers, how selection criteria are made to find high performance store managers by retailing specialists and store managers themselves. But the influences between criteria have not been clearly shown. Are the perspectives of competent criteria between store managers and retailing HR specialists different? And what is the gap between them? To solve the issues involving the surface of human judgment and different view of points by implementers (store managers) and specialists (aspired level), we propose an effective method based on MCDM with DETAMEL.

Keywords and phrases : Store Manager (Implementer), Human Resource Specialist (HR Specialist) (Planner), Competency Model, Multiple Criteria Decision Making (MCDM), Decision Making Trail and Evaluation (DEMATEL).

1. Introduction

As the consumer market has grown vigorously in recent years, retailing has become the second largest industry in Taiwan in terms of both the number of establishments and employees, and has forced competition among all retailers to become more and more fierce. Retailers