

<b>Thesis</b>	The essential competencies of store managers that affected to the effective performance of modern retail business. case study : convenience stores in bangrak district, Bangkok.
<b>Author</b>	Kukiat Ngamwitrot
<b>Major</b>	-
<b>Advisor</b>	Dr.Prattana Srisuk

## Abstract

The purpose of the study was to find out the necessary competencies of branch managers to their operation in retail modern trade business, in the type of convenience stores, located in Bang Rak district, Bangkok as the case study.

The sample for this study as specific sample were drawn from 67 persons of Store managers working in convenience stores, together with 50 managers of Human Resource department working in such convenience stores. The study used survey from close-ended questionnaires and open-ended questionnaires. Close-ended questionnaires were asked to the branch managers and open-ended questionnaires were asked to the Human Resource Department. Data were analyzed into 2 methods that data from close-ended questionnaires were analyzed in quantitative method and the other were analyzed in qualitative method. The statistics were analyzed in quantitative method including Frequency, Percentage and Standard Deviation.

The findings are Store Manager have knowledge are employee rules and company regulations, The needed skills is communication skill, self-concept in terms of creditworthiness, trait is human relation, motive in terms of teamwork orientation. In additions, the findings showed that store manager and human resource department had same opinions on following each competency. Knowledge is employee rules and company regulations, Skill are communication skill and problem solving skill, self-concept is emotional quotient.

**Key words:** Competency, Store Manager, Modern Retail Business: Convenience Store