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25.Title	The River side Mall-Case
Conference	Synthesis, Dec 2007, Vol4, No.2
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Abstract	Malls in India literally have a blank sheet of paper on which to create a new HR

function. In order to design this new function, it is important to understand what is critical to the successful operation of a mall and use this information to the mall's approach to HR. This case study constructed based on interviews with practicing mall managers, retailers and secondary data , tries to understand the challenges faced by mall management in fulfilling the HR function when areas as cleaning and security have been contracted out.