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The Relationship between Time Management and Job Performance in Event Management

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Abstract

Time management is the essence of success for any event. The capability of an event organizer to schedule and follow the itineraries of an event meticulously is the benchmark of a good reputation among Malaysian event management and the world in general. However, the job performance of an event management crew depends largely on the ability of the team to achieve the required demands of the client specifically in the aspect of time. The purpose of this research paper was to determine the relationship of time management on the job performance among Malaysian event management crew. The researchers believe that in order for an organizer to be successful in the event industry, they have to make a point to adhere to the timeframe in completing tasks throughout the event from the beginning till the end. Out of 100 questionnaires distributed only 65 returned. The research findings show, that the employees' job performance in the organization were affected by their time management in completing the tasks during an event. Furthermore, the result shows that there was a significant relationship between time management and job performance. Although the relationship is moderate, there are significant between them. In conclusion, mostly the employees said that time management can affect their job performance, by not having enough time to manage all their work when the work is more than they can handle. It is pertinent for the event manager and crew members to identify the right measures to handle the related issues in order to satisfy their client. If the employees cannot manage time properly, it can affect their overall performance in the event. This article ends with suggestions on the importance of time management factor in achieving high performance service among the event crew members that reflect the organizational performance.

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Keywords: Event management; human resource; time management; job performance

1. Introduction

Studies of time management have attempted to analyze and understand the time use of those persons who want to become more efficient on the job, in their activities that they undertake. The need for prioritization, the creation and use of lists and the assigning of activities to particular time slots on an individual's calendar is essential for a successful event. Based on the assumptions that activities can be completed in manageable bits, allowing a person to work through the obligations of the day to achieve their desired goals will be the key indicators that an event can be organized in accordance with the client requirements. Today, the main concern in management of human resources is the improvement in performance of people working in the organization with a view of increasing their efficiency through motivation (Awosusi, 2011). He added, unless the employees are well informed about their performance and also their strong and weak points, it is very difficult for them to improve their level of performance.

This study is focused specifically on event management. The researcher wants to determine whether employees can or cannot maintain their current job performance within the restricted time frame given under various circumstances. Therefore, this study was conducted to identify that time management affect the job performance of the employees of an organization in view of organizing an event. The researcher also wanted to determine the relationship of time management and job performance and does all other elements under the main concern affecting each other. Business professionals need to understand that time is the most important resource that they need to manage and maximize. However, time is also the most misused and mismanaged element in today's world. Hence, this study attempts to identify the effect of time management on job performance among employees in the event industry.

2. Literature Review

2.1 Time Management

Time management is the act or process of planning and exercising conscious control over the amount of time spent on specific activities, especially to increase effectiveness, efficiency or productivity. For event industry players, this particular item is tantamount to the success of organizing any event. According to Altaf and Atif Awan (2011), among recent sociologists that have shown that the way workers view time is connected to social issues such as the institution of family, gender roles, and the amount of labor by the individual. Meanwhile, according to Mitchell and Samms (2010) description of time management, individuals first determine their needs and wants and then rank them in terms of importance.

Specific activities include setting goals to achieve the needs or wants and prioritizing the tasks necessary to accomplish them. In the aspect of event management, time is viewed as the planning process since the initiation stage of the event until the implementation of the program. Thus, the sequence of actions must be followed through rigorously to achieve the end target of organizing a successful event. Faulkner et al (2007) highlighted, because few, studies have addressed this specific issue, examination of the linkage between perceived control over time and job satisfaction is warranted. It was expected that those who felt in control of their time would be most satisfied with their job. Little research has been conducted on the relationship between job performance and time management. This is the reason why this study is conducted to prove that there is a significant relationship between excellent performances with proper time management. Time management may be aided by a range of skills, tools, and techniques used to manage time when accomplishing specific tasks, projects and goals complying with a due date.

2.2 Job Performance

Job performance is one of the most important factors that most of organization should consider to focus in. According to Oswald et al (2007) and Appelbaum et al (2008), as cited by Smith and Segal (2012) show us that job performance is the most important dependent variable and it is also the most important construct in industrial-organizational psychology research and practice. Based on the definition of job performance by Otto et al (2012), job performance divided into various important factors that need for further explanation. In event management, the tasks are divided among the crew members as would any job division within an organization. Job performance involves something that people do and can be reflected on what the action that individual takes (Oswald et al, 2010). However, Faulkner et al. (2007) as cited by Watson and Strayer (2010) identify that performance does not include the result of those particular actions. Usually, results are often mistaken to be easily quantified and tracked to measure job performance due to their ability.

The results are not what the actions that individuals takes but the result are influenced by individual efforts. Smith and Segal (2012) discovered the results are often affected by factors beyond the individual control. Event management focuses on individual job performances due to the nature of events which are usually short term. Most event organizers sub-contract functional divisions while putting one main supervisor or person-in-charge of each task to oversee that particular function. Therefore, individual performance is basically dependent upon others that do the groundwork to ensure the smooth flow of the event. That person is entrusted to ensure the success of his/her function which in the end will contribute to the overall success of a particular event.

3. Methodology

The type of sampling technique that the researcher used in this research was convenience sampling which means each individual of the population has an equal and independent chance for being chosen to be part of the sample. For this study the researcher has distributed 100 questionnaires to employees at Putrajaya International Convention Centre (PICC). The return rate was 65%. The questionnaires were distributed by hand to the respondents. The researcher waited for the respondents to finish answering the questionnaire and collected them afterwards to ensure that they had assistance and explanation. The Statistical Package for Social Sciences (SPSS) version 18.0 was used to analyze the data. The initial analysis was conducted by calculating descriptive statistic including frequencies, mean scores and standard deviation. Pearson Product Moment Correlation analysis was used to determine the correlation of time management with job performance at 0.05 level of significance.

4. Results and Analysis

The orientation each workers, groups, departments, and countries have toward time differs relatively with respect to different cultures or norms of each workers, groups, departments and countries. The effectiveness and efficiency of an organization comes down to the effectiveness and efficiency of individual workers in the organization. The management of time is an issue which is fundamental to job performance, and how a worker manages his/her time will depend literarily on his/her favourable or unfavourable attitude towards time which will invariably influence his/her perceived job performance in an organization. The researchers found significant relationships between management of time and allocation of time to managerial tasks and job performance, concluding management of time is a key to managerial performance.

Relationship between Time Management and Job Performance

Table 1: Correlations between time management and job performance

		Time Management	Job Performance
Time Management	Pearson Correlation	1	.344**
	Sig. (2-tailed)		.008
	N	59	59
Job Performance	Pearson Correlation	.344**	1
	Sig. (2-tailed)	.008	
	N	59	59

** . Correlation is significant at the 0.05 level (2-tailed).

Table 1 shows the correlations between time management and job performance. Based on the table, there is a significant relationship between time management and job performance with the p value = 0.008 ($r = .344, p < .05$).

5. Conclusion

The study proves that there is a significant relationship between time management and job performance especially in the context of event management as event managers or organizers are constantly working to meet deadlines given by their clients and the planning process takes months in advance to prepare. However, the short duration of planning process usually affect the job performance of event professionals or crew members. Objective approaches to time generally consider time as a uniform commodity where people view it much as they do money. The basic contrast between "objective" and "subjective" time is that the former is characterized by concrete or measurable quantities of time which people actually have to work with, and the latter is based on people's perceptions of the amounts of time available, relative to the things they have to do (Appelbaum, 2008 and Bauer, 2008). Therefore, it is of the utmost important for event crew members lead by the manager heading the organizer appointed and entrusted by the client to carry out their responsibilities to execute the tasks following up to the event. Event management companies must recognize the importance of time when creating, planning and executing any event.

6. Recommendations

Event planning never stops. This industry goes 24/7, 365 days a year. Planners work evenings, weekends, and holidays, often far away from their home base, organizing and running events that simply must go on, and go smoothly. Missing a critical deadline is not an option in the event planning field. Time management errors can cost a company a potential sale, lose them an existing customer, and damage their professional reputation. For smooth event implementation, and for business success, it is essential that planners know how to manage their own time as well as they manage an event. They must be able to successfully manage their workload, and do what matters most, when it matters most:

- Analyze and prioritize tasks. Structure workload for maximum performance.
- Identify red-flag activities that hinder productivity. Save time using technology.
- Reduce stress-producing time crunches. Work with, rather than against deadlines.
- Identify when extra help is needed, as well as how to delegate, outsource, and even partner with suppliers in crunch periods.

The researcher recommended that each of the employees involved in co-ordinating different areas such as logistics, operations, time management and cost management need to have a time table in their task execution. This will enable the employees to use time wisely in order of priorities. There must be a balance in the distribution of workload to enable all the employees to have a fair chance to perform.

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