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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.

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