

Time Management Practices and Its Effect on Business Performance

J. F. Adebisi^{[a],*}

^[a] Department of Accounting, Kogi State University, Anyigba, Nigeria.

*Corresponding author.

Received 29 December 2012; accepted 17 February 2013

Abstract

The concept of time management started with industrial revolution and became the modern notion of doing things effectively and efficiently. It is one of the fundamental skills needed to be successful in life but people including business organization failed to treat it as serious factor to their survival. This study examine its effect on the performance of business and forty three small and medium scale enterprise were selected for the study. Data were collected with the aid of questionnaire administered to 120 personnel of the organizations. The data was further analyzed in table and tested research hypothesis with Analysis of variance. Findings revealed that time management enable most of the organizations studied to survive competition and get more business. We therefore conclude that there is significant and positive relationship between time management practices and the performance of business. We also therefore recommend that business and including individuals should cultivate the habit of time management so that they become successful in what they do.

Key words: Time management; Business performance; Effectiveness; Efficiency

J. F. Adebisi (2013). Time Management Practices and Its Effect on Business Performance. *Canadian Social Science*, 9(1), 165-168. Available from: <http://www.cscanada.net/index.php/css/article/view/j.css.1923669720130901.2419> DOI: <http://dx.doi.org/10.3968/j.css.1923669720130901.2419>.

INTRODUCTION

Good leadership is the key to success of any business. The decisions and future of the company relies at management level, but ensuring that decisions are made correctly and action is taken promptly relies on the individual's Time Management. Management is like investment: its goals are to get the most out of resources, add the most value or get the best return (Mitch, 2011). According to Philpot (2011), time management is all about planning the day in order to make the best use of time. Time management started with the industrial revolution. Linda (2011), the concept has evolved slowly but steadily to the modern notion of time management, such as doing things effectively to gain control over one's life. People commonly struggle with managing time since they fail to treat it like a business. Business managers and thus individuals need to realize that time is a myth; one cannot create, store or save time to use another day. Kusashi (ND), a delay in making a decision or reacting to a problem can be a costly business mistake. Being prepared will ensure you don't waste any valuable time. Good time management will help in being more productive, more creative, save money and avoid working ridiculous hours and to greatly increase the chances of success in business.

From the foregoing, the study is on time management practices and its effect on business performance. The study focuses on small and medium scale business as case study.

LITERATURE REVIEW

Living in an ever changing business environment where people are saddled with more than one responsibility, especially in an organization with huge business activities in a competitive industry make it imperative to manage time to achieve a sustainable stride. Reed (2012), defined management as the organizational process that includes strategic planning, setting; objectives, managing

resources, deploying the human and financial assets needed to achieve objectives, and measuring results. As defined by Humes (2012), time management is the art of arranging business and personal affairs in such a way that you and your things show up when, where, and how you have intended them to, as frequently, effortlessly, and ubiquitously, as possible, and to facilitate getting things done as quickly as possible with the less amount of resources (time, energy, money, and people) necessary. While arguing that the main factors behind all the discoveries is to cut short the long time needed for any sought of time consuming jobs or assignment. In other words, it is an art of arranging, organizing, scheduling, and budgeting one's time for the purpose of generating more effective work and productivity.

Alan (2009), posited that the key to successful time management is planning and protecting the planned time, which often involves re-conditioning your environment, and particularly the re-conditioning the expectation of others. Time management is about making changes to the way you spend your time. For effective time management to be sure, you have to apply a time management system that will help you see where changes needed to be made, which means that the first step of time management is to analyze how you can determine what changes you want to make (Susan, 2012).

Effective time management does not come naturally for many of us, but to avoid working ridiculous hours and greatly increase the chances of success in business, it is an area that needs attention (Steven, 2009). To manage our time effectively, each of us has to have a clearer picture of our personal principles and core values. We need to invest the precious resource of our time in things that are important to us. Scott (2002), made it clear that one of the fundamental challenges in effective time management is remembering the difference between "urgent" and "important". Urgency alone cannot make a task important. It is connection to our personal principles and business priorities that determines the importance of a task. With a clear personal mission and objectives, time can be scheduled with a definite purpose in mind.

Good time management is essential for coping with the pressures of modern life without experiencing too much stress. Good time management doesn't mean you do more work, it means you focus on the tasks that matter and which will make a difference. Whether it's in your job or your lifestyle as a whole, learning how to manage your time effectively will help you feel more relaxed, focused and in control (NHS, ND). According to Donaldson (2011), "the aim of good time management is to achieve the lifestyle balance you want". Good time at work means doing high quality work, not high quantity.

As revealed from the foregoing, time management represent the skills, tools, and abilities of doing the right thing at the right time, with minimum effort, and resources, effectively and efficiently, thereby achieving

your goals and the things you personally prioritized and value. Time management makes you important and respected, and organizes thing around you which result to optimal performance.

Effect of Time Management on Organizational Performance

The need for time management has gained popularity and thus its importance not only as a motivating element behind employees' performance and productivity on job, but as the bases for the overall performance of the organization. In the business world, time is one of the most important assets for any organization. Unfortunately many businesses fail to keep up with or realize the "time" factor. This happens because of the miss management of "time". It has become imperative that organizations train their employees in systematic time management so that they can achieve productivity results in a progressive period of time.

Organizational performance means the place of an organization in relation to its competitors with regards to market share, profits, and capital base. Such organizations are built through the positive contributions of its employees to organizational success (Ojo, 2008). Oddey, (2012) posited that brilliant leaders with vision, determination and focus build such high performing organizations that deliver effective services and products to its clients at all times. Such organizations are good time managers and instrument of change through efficient and effective management of time and resources. In such organization, there is renewed rigor and a yearning for continuous learning, application of new strategies through research and development and growth taking into consideration the value and essence of time (Zucas and David, 2008). Time is tied to every activity of the organization. It sets smart goals and measures its successes and failure taking into consideration time. This dearly shows the importance of time and its positive or negative impact on organizational performance.

For effective time management for organizational performance, managers as well as employees can decide which tasks fall into the categories of essential tasks, important task and low value tasks by asking which tasks are most valuable to the organization, which task does my manager consider most important, if I can not complete all the tasks which should I complete. These will keep the pace of progress and growth of the organization going.

METHODOLOGY

The study is designed around a survey research. The study focuses on small and medium scale enterprises as case study. The sample size comprises of 120 personnel selected from forty three SMEs in north central Nigeria. This was achieved with the assistance of field workers and colleagues residing around the areas of study. A total of one hundred

and twenty (120) questionnaires were administered out of which one hundred and eighteen were properly filled and returned representing 98.3% returned rate.

The researchers utilized both primary and secondary data. The primary source includes the questionnaire administered and interview with staff that are saddled with more than one responsibility and those with busy schedule in order to get then right response.

The questionnaire is divided into two sections. Section A seeks to elicit responses on the personal data of the respondents while the second part examines the time management strategies of the organizations. The general effect of the questionnaire is to examine the impact of time management practices on the performance of business. Data collected were analyzed quantitatively and were presented in table. Because it would be cumbersome to present all the data analyzed, we exclude the personal data of the respondents from the data presentation. We then tested the research hypothesis manually using the analysis of variance.

RESULT AND DISCUSSION

This section present the result of the data collected from the field on the effect of time management practices on business performance.

Table 1
Time Management and Strategies

Do you practice time management?	Number	Percentage
- All the time	41	35
- Most of the time	57	48.3
- Less of the time	20	17
- Not at all	0	0
How do you manage time in your organization?		
- By prioritizing	31	26.3
- Creating to-do-list	37	31.4
- By delegating	24	20.3
- By planning	26	22.0
How has time management contributed to the survival of your business?		
- Meet up deadlines	29	25
- Survive competition	27	23
- Get more business	29	25
- Satisfy clients	33	28

Source: Field survey, 2012.

The above table shows the response rate of respondents. Out of the 118 respondents 41 of them constituting 35% of the total respondents say they practice time management all the time. 57 respondents representing 48.3% say most of the time while the remaining 20 making up 17% say less of the time. None of the respondents support not at all. Respondents states that prioritizing and creating to-do-list are major strategies employed to manage time in their organization. About 31 and 37 of them making 26.3% and 31.4% stood for the respectively. While others say that their organization

engages in proper planning and also delegate duties in other to manage time. 24 and 26 of the respondents constituting 20.3% and 22.0% respectively stood for that.

On how has time management contributed to the survival of their business, 29 respondents representing 25% say it enable them to meet up deadlines, 27 respondents representing 23% say it enable them to survive competition while 29 and 33 of the remaining respondents representing 25% and 28% say it enable them to get more business and satisfy their customers respectively. From the results obtained above, we deduced that these organizations engage in time management most of the time, creating to-do-list and prioritizing are major time management strategies of the personnel of the banks, we also deduce that time management also contribute greatly to the performance of business as evidence by respondents, it enables them to satisfy clients appropriately.

Testing of the Hypothesis

H₀: Effective time management practice has no significant effect on business performance.

H₁: Effective time management practice has significant effect on business performance.

Table 2
Analysis of Variance

Source	Sum of squares	Df	Mean square	F
Between	1635	3	545	
Within	914	9	102	5.34
Total	2549	11		

Source: Field work, 2012.

Using the ANOVA test in table 2 above, we therefore reject the null hypothesis (H_0) since $F_c > F_t$ i.e, $5.34 > 3.86$ and accept the alternative hypothesis (H_1) at 0.05 level of significance. F_c = computed value and F_t = table value. The implication of this decision is that effective time management practice has significant effect on business performance of the selected small and medium scale enterprises. Henceforth, for business to survive in the face of competition must continue to utilize time properly as a resources that is scarce and limited.

CONCLUSION

This study examines the effective time management practice and its effect on business performance. The researchers focused on selected small and medium scale enterprises as case study. The idea behind using SMEs is based on the fact that they are business entities conscious of time. In some SMEs, especially trading companies, arrival time, services time and waiting time can be measured. This means that managing business also means managing time. The researchers established a relationship between time management practice and business

performance. During the study, the researchers deduce that performance is measured in relation to time. And effective time management reduces failure. The researcher therefore concludes that there is a direct link between effective time management and performance of business generally. Business managers are therefore encouraged to stick to their time management practices as a strategy to survive in a competitive industry.

Recommendation

Business managers should realize the importance of time management to their survival in a changing business environment. Based on the finding of this research, we recommend that managers at all level should imbibe the habit of time management practices as a means to out perform competition. Activities should be prioritized in order of urgent and important, urgent but not important, important but not urgent and, not urgent not important so that they become obvious, which should be attended to first. Managers should also avoid procrastination because it is the most time killer. What ever that needed to be done that will improve the performance of the business should not be delayed. This will also reduce stress and last minute rush as people are judged with the manner they handle their business. Managers should also ensure that everybody in the organization is trained on effective time management practice in other to ensure the overall performance of the business.

REFERENCES

- Donaldson, Fielder (2011). Preventing Stress in Organizations. Retrieved from ebookstore.sony.com>Home>Psychology>Applied Psychology.
- Kusashi (n.d.). Effective Time Management. <http://www.engineers.international.com/21...>
- Mitch. (2011) What is Management? <http://www.managementguid/whatismanagement.com>
- NHS: Eseyay time-management tips: <http://www.nhs.uk/conditions/stress-anxiety>.
- Oddey, F. J. (2012). *The Art of Prioritizing*. <http://www.selfgrowth.com/./fuimano6.html>.
- Ojo, L.B. (2008). Effective Time Management in Organizational Panacea or Placebo. <http://www.eurojournals.com/ejsr.htm>
- Philpott, T.J. (2011). Why People Struggle With Managing Time. <http://www.skills123.com/whypeoplestruggle...>
- Reed, D. (2012). What Is Management. <http://www.managementguide.com>
- Scott, W. (2002). Effective Time Management. <http://www.tonyrobbins.com/products/time>
- Steven, S. (2009). 13 principles of Effective Time Management for Freelancer. <http://www.designm.ag/freelance/principles.tim>.
- Susan, W. (2012). A Time Management System that Really Works. <http://www.sbinfocanada.about.com/cs/timemanagement>.
- Zucas, & David, H. (2012). Definition of Time Management <http://www.freetime-management.tips.com/d...>