



Relationship between time management and work efficiency in event management

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ABSTRACT

Time management is the essence of success for any event. An event organizer's ability to carefully plan and follow event routes is a criterion for having a good reputation in event management and in the world at large. However, the effectiveness of event management depends largely on the team's ability to meet the client's requirements, particularly in terms of time. The purpose of this research work is to determine the relationship between event management and time management. According to the researchers, in order for an organizer to be successful in the event industry, they must adhere to the time frame in completing the tasks during the event from the beginning to the end. In conclusion, most of the time, employees' time management can affect their work efficiency because when the work is more than they can handle, there is not enough time to manage all their work. This article concludes with suggestions about the importance of time management in achieving high performance among event members, which reflects organizational effectiveness.

Keywords:

Event management; human resource; time management; work efficiency.

Time management research has attempted to analyze and understand how people use their time to be more productive at work. Prioritizing, creating and using to-do lists, and scheduling activities within an individual's time frame are essential to a successful event. Allowing a person to work through the day's obligations to achieve their goals will be key indicators of organizing the event in accordance with the client's requirements. Today, the main concern in human resource management is to improve the performance of the people working in the organization to increase their efficiency through motivation. He added that it is very difficult to improve employees' performance if they do not have a good understanding of their work activities, as well as their strengths and weaknesses.

This research focuses specifically on event management. A researcher wants to determine whether employees can maintain their current performance over a given limited

period of time under different conditions. Therefore, this study was conducted to determine whether time management affects the performance of organizational employees in terms of organizing an event. Business professionals need to understand that time is the most important resource they need to manage and maximize. However, time is the most misunderstood and mismanaged element in today's world. Thus, this study tries to determine the effect of time management on the performance of employees in the event industry.

Time management is the act or process of consciously controlling and planning the amount of time spent on specific activities to increase efficiency or productivity. For those in the event industry, this particular element is key to the success of any event. According to Altaf and Atif Awan, workers' views of time have been shown to be related to social issues such as the institution of the family, gender roles, and the

amount of work done by the individual. Meanwhile, according to Mitchell and Samms' description of time management, people first identify their needs and wants, and then rank them in order of importance.

Specific activities include setting goals and prioritizing the tasks necessary to achieve needs or desires. From the perspective of event management, time is considered as the planning process from the beginning of the event to the implementation of the program. Thus, to achieve the ultimate goal of organizing a successful event, it is necessary to strictly follow the sequence of actions. Faulkner et al noted that few studies have addressed this specific issue, and the relationship between time and job satisfaction should be examined. Those who felt in control of their time were expected to be more satisfied with their work. Little research has been done on the relationship between work performance and time management. That's why this study was conducted to prove that there is a significant correlation between good time management and great performance. Time management can help you accomplish specific tasks, projects, and goals with deadlines by using a range of skills, tools, and techniques to manage time.

Work efficiency is one of the most important factors that most organizations should focus on. According to Oswald, Appelbaum, Smith and Segal, work efficiency is the most important dependent variable, and it is also the most important indicator in the practice of industrial-organizational psychology research. Based on the definition of job performance by Otto et al., job performance is divided into various important factors that require further explanation. In incident management, tasks are divided among team members, like any work department in an organization. Doing work involves what people do and can reflect what a person does. However, as noted by Faulkner et al., Watson and Strayer, performance does not include the outcome of these specific actions. Usually, the results can be easily calculated and monitored due to their ability to measure performance.

Results are not determined by people's actions, but by individual actions. Smith and

Segal found that outcomes are often influenced by factors beyond individual control. Event management typically focuses on individual performance due to the short-term nature of events. Most event organizers contract with functional departments and assign one key executive or responsible person for each function to oversee that function. Therefore, individual performance is largely dependent on others who lay the groundwork for the smooth running of the event. This person is entrusted with ensuring the success of their function, which ultimately contributes to the overall success of a given event.

The efficiency of the organization depends on the efficiency and productivity of individual workers in the organization. Time management is a key issue for doing work, and how an employee manages his time literally depends on his positive or negative attitude towards time, which always affects his performance in the organization. . Researchers have found that there is a significant relationship between time management and the allocation of time to managerial tasks and work performance, as a result, time management is the key to managerial performance.

Research shows that there is an important relationship between time management and work performance, especially in the context of event management, because event managers or organizers are constantly working to meet deadlines set by their clients, and the planning process is months in advance. should be prepared. However, the short duration of the planning process usually affects the productivity of the event specialists or team members.

Objective approaches to time tend to treat time in the same way that people treat it like money. The main contrast between "objective" and "subjective" time is that the former is characterized by the specific or measurable amount of time that people actually have to work with, while the latter is characterized by the amount of time that people have in relation to time. based on their imaginations. Therefore, it is very important that the members of the event team, led by the manager who leads the organizer appointed and

entrusted by the client, fulfill their responsibilities for the post-event tasks. Event management companies must recognize that time is of the essence when creating, planning and executing any event.

Event planning never stops. This industry operates 24/7, 365 days a year. Planners work nights, weekends, and holidays, often away from home, to organize and execute events that simply need to run and run smoothly. Missing an important deadline is not an option in the field of event planning. Mistakes in time management can cost a company a potential sale, lose an existing client, and damage its professional reputation.

For a smooth event and business success, planners need to know how to manage their time as well as manage the event. They must successfully manage their workload and do what matters most when it matters most:

- ✓ Analyze and prioritize tasks. Structure workload for maximum performance.
- ✓ Identify activities that hinder productivity. Save time using technology.
- ✓ Reduce time that causes stress. Work with deadlines, not against them.
- ✓ Determine when additional support is needed, as well as how to delegate, outsource, and even partner with suppliers during lean times.

The researcher recommended that every employee involved in the coordination of various areas such as logistics, operations, time management and cost management should have a time table in the performance of their duties. This allows employees to use time wisely according to priorities. Workload distribution should be balanced to give all employees a fair chance to work.

List of used literature:

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