



Effective Time Management Practice And its Role in Organizational Survival: A Case of Employees from IT Park, Nagpur City of Maharashtra State

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ABSTRACT

To get success and survive in this competitive world, today's present progressively threatening and rapidly moving organizational environment, organizations need to keep an eye on time productively. Proper time management plays a significant role in increasing productivity and thus the survival of the companies. The current examination explores the effectiveness of time management practice upon organizational survival with special reference to IT park, Nagpur employees. For this research work, the sample size was 103 employees (from total employees of 105) from IT Park, Nagpur City. This sample size was calculated using Taro Yamane's (1967) formula. The sampling technique used to select samples was simple random. The researcher used Pearson Product Moment Correlation and Percentage Method to analyze the data for hypothesis testing. The investigation exposed to have a noteworthy association between the management of time and employee effectiveness and organizational work performance. Hence, the researcher concluded that employees' effectiveness and work performance largely depend upon the time management practice in the organization. Secondly, it was also found



the presence of a positive effect of time management on the survival of the organization. The recommendations were also made for the decision-makers.

1. Introduction

In today's competitive world, organizations must acquire a process that will help them to be adaptive and dynamic. The survival of any organization largely depends on the internal and external environment and the continuity of its performance in the market (Teece et. al., 1997). Survival is directly linked to profitability. A profitable organization will never sink and thus will survive in extreme conditions. There are many factors for the survival of the organization. One of them is time management (Shaive, 2021). Time is a significant thing in our fast business life. We have time, but we do not have time. It is fixed in nature, hence each one of us should spend it carefully (Ojo and Olaniyan 2012). Time is considered to be a primary resource for any manager to achieve organizational goals. Proper time management is important for administrators and decision-makers (Hall, 2022). The administrator's work is firmly identified with time due to his requirement to complete a variety of task demands in a certain time frame. Powerful pioneers inspect the time, the more probable open doors are to decide business matters and comprehend activities in a timely way so that it can bring about success to the organization (Braum and Mohammed, 2023; Charlton, 2000). Today's competitive world requires us to fulfill numerous demands that too in a short period. Effective utilization of time leads to increased productivity, leading to organizational survival. This makes managing time an important tool for the organization's success (Adebisi, 2013).

Time management incorporates the specialty of planning, positioning, and planning an individual's time to create more viable work and efficiency. The substance of satisfactory management of time is to accomplish the way of life balance that is needed as a great time at work alludes to accomplishing top-notch work and not a high amount (Donaldson 2011). Time management is significant for businesses to attain their target and goals and to enhance



organizational performance. Employees can prioritize their work and can use it as a tool for Time management (Chaudhari, 2022) These days' time management has become an important factor for organizational survival. In most cases, organizational performance is evaluated based on the attainment of organizational objectives and goals in efficiency and some financial costs. However, effectiveness in time management is a vital task that administrators in all organizations are dealing with as they are loaded with lots of tasks to be performed in small time (Hall, 2022). Investment in time is needed to figure out what these associations look for from their everyday exercises to accomplish suitable outcomes within a particular time range. Thus, the purpose of this research work is to investigate the effectiveness of time management on an organization's survival with special reference to employees of IT park, Nagpur. The results of this article will suggest to the decision-makers the importance of time management and how if effectively implemented will affect the performance of the organization.

2. Literature Review (LR)

2.1 Time Management and Its Dimension

Claesens, et. al., (2009) defined time management as a kind of behavior that detach individuals who get things done on schedule, be within cutoff time, and invest some energy in their exercises from the individuals who are late regularly, pass the cutoff time, invest a lot of time on their exercises and squander energy on not important issues. Time Management, according to Zucas & David (2012) is fundamentally the craft of organizing business and individual issues so that an individual along with his things exhibits how, where, & when he has planned them as easily & pervasively, as realistic, along with to encourage completing things as immediately as feasible with the less measure of assets (energy, time, cash & individuals) vital. The use of time management along with the use of its technology improves the effectiveness of the organization's success with different dimensions i.e., stimulates the wise of resources, cuts down on the time lost, and helps achieve the desired objectives (Shyirikova and Matushkina,



2021). Abduljabbar et. al., (2013) found it to have theoretical ramifications for understanding how organizational success, well-being, and job performance are related to time management.

2.2 Organizational Survival and Its Dimensions

The concept of Organizational Survival is described in different ways by a variety of authors and book writers. For example, Ossibanjo, Abiodun, and Obamiro (2011) allude to hierarchical endurance as an essential goal or objective that all organizations have as regard for this objective encourages the fulfillment and execution of other authoritative objectives. Likewise, Larsen and Lomi (2002) affirm that hierarchical endurance incorporates association getting increasingly more defenseless to challenges because of progression in innovation, developments, increment in consumers, and quickened development. According to Desmet and Schanninger (2006), Organizational Success can be characterized as an authoritative capacity to work successfully and proficiently, adapt sufficiently, and have the option to withstand the turbulence in the environment by being adaptable and adjusting to change which may result in development. Chrysostome (2010), has contributed five dimensions for organizational survival. These are Firstly, ethnocultural like language, religion, etc. Secondly, financial factors like income, expenses, etc. Thirdly, managerial factors such as decision-making abilities, delegation skills, time management skills, etc. Fourthly, psycho-behavioral factors personality traits, beliefs, attitudes, etc., and lastly, institutional factors such as rules, laws, policies, etc.

2.3 Relationship Between Time Management and Organizational Survival

Simpson et.al., (2007) kept up that surviving an organization is a multi-faced idea that has no single huge component as its properties of examinations. Time management is one of them. Time management practices have all the more as of late been described as the setting of objectives and goals, making records, coordinating, scheduling evaluation of an Individual regularly, and separating errands and occasions into less complex parts Kelly (2012). Obodo (2018), studies time management as a tool for organizational success and found that it is critical for the practice of any profession and useful to all level managers.

Hafezib et. al (2008), found a significant positive association ($r = .43$) between managers' personal and organizational behavior skills regarding time management. They further concluded that Managers should pay more attention to time management skills because of their significance to university productivity and organizational leadership.

3. Important Concepts for this Study

3.1 Concept of Time

In the opinion of Maganga, (2014), a time period is a restriction on which a process, activity, or different conditions exists or occurs i.e., a period that is required for a specific activity to be completed. Anand (2007) concluded time is the quantum of involvement with which occasions passes from the future through the present to the past. Hisrich and Peter (2002), time is a very distinctive quantity that cannot be rented, stored, or bought. All want it and it passes at a similar amount for everybody. Time, as referred to by Adejo (2012) is an important asset that is irretrievable, restrictive, and dynamic. Irretrievable means that every minute spent is forever gone. Restrictive means that barely 24 hours are assessable per day and dynamic means it is not at all static.

3.2 Concept of Organizational Effectiveness

Given Hankins et. al., (2017), the effectiveness of an organization is plainly “a group’s efficiency in meeting its goals and objectives.” Agu & Anichebe (2015) argued that organizational effectiveness is an effective achievement of money-related exhibitions, for example, improved deals, market share, and productivity, and as this proffer the business with a serious edge in the business to know when a timetable ought to be made. Similarly, Organizational Effectiveness is the extent to which organizations understand their prime objective through their principal procedures (Khan, 2021; McCann, 2004). Profitability and Organizational Effectiveness are a proportion of the viability of a business as it shows what benefits the business has produced using its deals or cash put resources the firm has (Khan and Ismael, 2020; Hifza, 2011).

3.3 Concept of Organizational Work Performance

Umrani (2016) stated that work performance is a pointer to the degree of attainment that measures and mirrors the business person's prosperity at the workplace. The association's performance is the ideal result of the corporate conduct of the individuals in it and how best a business is getting along can be evaluated from the organization's budgetary proportions as the benefit is intended to gauge how fruitful an association's tasks are. Notwithstanding, a business is expected to have the upper hand in situations where the normal typical benefits rate is large. The same is also acknowledged and concluded by Nafie et.al (2014). In the opinion of Ahlam (2015), management of time to them is overseeing persons and exercises and how company administrators invest their energy in their employer decides to a huge degree the profitability level of the association and its adequacy and productive presentation, benefits, and endurance of all the people and the association in general (Khan, 2021).

4. Research Hypothesis

After the detailed study of the above literature, the following hypothesis was framed

H₁: There is not any noteworthy association between time management practices and the effectiveness of employees.

H₂: There is not any noteworthy association between time management practices and organizational Work performance.

H₃: There is not any noteworthy effect of time management practices on the survival of the organization.

5. Methodology

For this research work, a detailed review of various literature was done. Based on LR, objectives, and hypotheses were framed. Designed questionnaires were used for the pilot survey. Thus, after necessary modifications final drafted questionnaire was used for the survey for data collection. The instrument

utilized for collecting primary data was a questionnaire. The total populace consists of approximately 150 employees. The researcher applied Taro Yamane’s (1967) formula to calculate the number of respondents. After calculation, the number of respondents was found to be 109 employees. Therefore 109 copies were distributed to collect the feedback. Out of these 109, 103 were perfectly useable. The response of 6 employees was not included as they have not answered all the questions. Thus, making the response rate to be 94.49%. This sample size of 103 employees was chosen utilizing a simple random sampling technique. Secondary data was used from books, magazines, websites, and research papers. Thus, both primary, as well as secondary data were utilized for this research work. The researcher used Pearson Product Moment Correlation and Percentage Method to analyze the data for hypothesis testing. Data was collected in August 2022. The place for the research was IT Park Nagpur City of Maharashtra.

6. Results and Discussion

This part discusses the analysis of the data. A total of 103 employees took part in this survey

6.1 Respondents Demography

Table (1): Statistics of Demographic Profile

		Gender	Age	Education	Work Experience	Department
N	Valid	103	103	103	103	103
	Missing	0	0	0	0	0

The table above depicts the statistics of the demographic profile of the 103 respondents regarding their gender, age, education, work experience, and department. It clearly shows the details of 103 valid responses and none of them were missing. Thus, all the feedback from these 103 respondents was perfectly usable

Table (2): Demography of the Respondents

Gender				
Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	72	69.90	69.90	69.90
Female	31	30.10	30.10	100.00
Age				
Age Group (In years)	Frequency	Percent	Valid Percent	Cumulative Percent
20 - 25	35	33.99	33.99	33.99
26 - 35	49	47.57	47.57	81.56
36 - 45	14	13.59	13.59	95.15
Above 50	05	04.85	04.85	100.00
Education				
Less than Diploma	4	03.88	03.88	03.88
Diploma	11	10.68	10.68	14.56
Graduate	53	51.46	51.46	66.02
Post Graduate	32	31.07	31.07	97.09
Higher Than Post Graduate	3	02.91	02.91	100.00
Work Experience				
0 – 2 Years	2	01.94	01.94	01.94
3 – 5 Years	36	34.95	34.95	36.89
6 – 10 years	55	53.40	53.40	90.29
11 – 20 Years	9	08.74	08.74	99.03
More than 20 Years	1	00.97	00.97	100.00
Department				
Human Resource	3	02.91	02.91	02.91
Sales and Marketing (Business Development)	14	13.59	13.59	16.50
Finance	9	08.74	08.74	25.24
Product Development	26	25.24	25.24	50.48
R and D	4	03.88	03.88	54.36
Learning and Development	6	05.83	05.83	60.19
IT services	22	21.36	21.36	81.55
Technical Support	19	18.45	18.45	100.00

Source: Researcher's Fields survey

From the table above, it is evident that mostly the participants were male (69.90%). Secondly, most of the participants were in the age group of 26 – 35 years (47.57%). 51.46% of the total sample size were graduates, which means that they were qualified enough to understand the purpose of this research and provide genuine feedback. 55 out of 103 (53.40%) respondents were having experience between 6 to 10 years. This also implies having genuine feedback. The researcher was successful to get feedback from most of the respondents who were handling technical positions in the company. 25.24% of the total sample size was handling Product Development and 21.36% were handling IT services. 18.45% of the total respondents were taking care of technical support.

Respondents were young, educated, and knowledgeable. The table provides evidence to suggest that the data collected for the study was obtained from reliable and experienced respondents from the field of Information technology as only this sector was targeted for the study.

6.2 Testing of Hypothesis

H₁: There is not any noteworthy association between time management practices and the effectiveness of employees

Table (3): Association between time management practices and effectiveness of employees

Factors	\bar{X}	SD	1	2
Time Management Practice	10.87	4.42		
Employee’s Effectiveness	10.71	5.42	.919**	

*p=.000 (p<.05)

Table 3 depicts the association between the management of time practices and the effectiveness of employees. The correlation coefficient is .919 at a 5% level among time management practices and the effectiveness of employees.

Researchers have used a level of significance of 0.05, or 5% because it is a commonly accepted threshold for statistical significance in the fields of research. This 5% level of significance indicates that the researcher is willing to accept a 5% chance of making an error.

The table reveals to have a significant relationship between them. Since the P-value was found to be less than .05 ($p=.000$) Therefore, the null hypothesis is straightly rejected and the alternate hypothesis is acknowledged. Concluding the existence of a noteworthy association between time management practice & employee effectiveness.

H₂: There is not any noteworthy association between time management practices and organizational work performance.

Table (4): Association between time management practices and organizational work performance.

Factors	\bar{X}	SD	1	2
Time Management Practice	10.87	4.42		
Organizational Work Performance	10.12	5.56	.898**	

* $p=.000$ ($p<.05$)

The table above shows the association between time management practice and organizational work performance. The correlation coefficient between time management practice and organizational work performance was found to be .898 at a 5% probability level. The table gives evidence to have a significant relationship between them. The P-value was found to be less than .05 ($p=.000$) Therefore, accepted the alternate hypothesis and the null hypothesis is rejected Concluding the existence of a noteworthy association between time management practices and organizational work performance.

H₃: There is not any noteworthy effect of time management practices on the survival of the organization.

Table (5): Association between time management practices and survival of the organization.

Factors	\bar{X}	SD	1	2
Time Management Practice	10.87	4.42		
Survival of the organization	10.58	5.34	.937**	

*p=.000 (p<.05)

Table no 5 above depicts the effect of time management on the survival of the organization. The correlation coefficient between time management practice and survival was found to be .937 at a 5% probability level. Thus, the table gives enough evidence to have a significant effect of time management on organizational survival. The P-value was found to be less than .05 (p=.000) Therefore, accepted the alternate hypothesis and the null hypothesis is rejected Concluding the positive effect of time management practices on the survival of the organization.

6.3 Effect of time management on the Work Performance for the Survival of the Organization

Table (6): Analysis of Variances

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	33.187	2	5.014	94.169	.000 ^a
Residual	2.719	8	0.52		
Total	35.906	10			

Table 6 displays the results for the Analysis of Regression of Time Management and survival of the organization. The calculated F – value shows that when the result was equated to F-Tabulated was significant: F (2/8) = 94.169, p<0.005, which directly implies that time management is a significant variable that affects organizational work performance and direct survival of the organization.

Table (7): Regression

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	.509	.143		2.771	.011
Time Management	.196	.64	.296	4.478	.000

According to Table 7, the results of Regression support the findings of ANOVA (Table 6), with the significance of time management $t(2.771)=4.478, p<0.05$. This gives enough evidence to have a positive effect of time management on the survival of the organization.

7. Conclusion

The essence of any business is to be in survival mode under any conditions. The most important thing that can be inculcated in any business life is a balance of time. Organizations that lack time management skills are difficult to be effective and survive in this increasingly competitive global market and environment. Effective time management makes the planning of task assignments simpler, makes staff perform duties at their most noteworthy and best ability level, empowers prioritization and achievement of significant errands, encourages recording and controlling of the work environment towards the achievement of its set objectives, and improves staff efficiency.

According to the survey result, it can be concluded that

- Effective time management is not only a response to the performance of employees and the company's performance in the organization under study but also a solution for the business's survival.
- Effective time management facilitates the planning of assigned tasks, enables employees to perform tasks at the highest and highest levels of their skills, and allows them to prioritize and complete important tasks. This is

because it makes it easier to record and guide the workplace to achieve the set goals and improve the productivity of their staff

- The researcher's findings concluded the existence of a noteworthy association between time management and employee effectiveness and also for organizational work performance.
- Therefore, it is concluded the existence of a positive effect of time management on organizational survival and proven by Tables 6 and 7.
- Employees of IT Park have a seriousness about the management of time. They consider it as their corporate duty and thus it directly contributes to the success of the organization.

8. Recommendations

It is recommended to the decision-makers adopt the culture of time management that can be helpful for the organization for its survival and growth and to achieve its goals.

Members across all departments are required to realize the importance of time in their daily execution and the survival of the organization. Therefore, it is required to encourage the respondents to adopt time management practices as a way to withstand and survive the business competition.

Management of the company must ensure that every IT employee must make good use of time management techniques by setting their priorities at work, avoiding multitasking, delegating duties, usage of tools for planning. This will help the respondents to reduce work stress and proper time management will help to improve their efficiency and quality of work.

9. Limitations

Like every research, this research has also a few limitations. The first limitation was that since it is a big sector (IT), it has multiple branch offices. It became



difficult to get appointments from every branch office. Secondly, it was difficult to convenience the HR manager about the intention of the work. Mostly they thought it is competitors' strategy to contact their staff. Thirdly respondents complained of a lack of time to respond to the questions. Therefore, not much data was collected.

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پراکتیکی چالاکانہی به ریوہ برنی کات و رۆلی له مانه وهی ریخراودا: کیسی کره ندانی
ثابتی پارک **IT Park**, شاری ناگپور **Nagpur City**, ماہاراشترا **Maharashtra**
پوخته:

بۆ به دهسته پێنانی سه رکه وتن و مانه وه له م جیهانه کیپرکیه دا، که ئیستا ژینگه یه کی ریخراوه یی که به ره و پێشچوون و مه ترسیداره و به خیرایی ده جوو لیت، ریخراوه کان پێویسته چاویان له سه ر کاتی به ره مدار بیت. به ریوہ بردنی دروستی کات رۆلێکی به رچاو ده گێریت له زیاد کردنی به ره مه پێنان و به م پێهش مانه وهی کۆمپانیاکان. پشکنینی ئیستا کاریگه ری پراکتیکی به ریوہ بردنی کات له سه ر مانه وهی ریخراوه یی به ئاماژه یه کی تایبته به کارمه ندانی IT

Park, Nagpur ده كۆلپته وه. بۆ ئەم كاره توپژینه وهیه، قهبارهی نمونه كه 103 كارمەند بوو (له كۆی گشتی كارمەندانى 105) له IT Park, Nagpur. ئەم قهبارهی نمونه به به كارهینانى فۆرمولەى تارۆ يامانى Taro Yamane's (1967) حیسابى بۆ كراوه. تهكنیكى نمونه گرتن كه بۆ ههلبژاردنى نمونه كان به كارها تبوو، ههپه مهكى ساده بوو. بۆ شیکردنه وهی داتاكان بۆ تاقیکردنه وهی گریمانەكان، توپژه ره كه په یوه ندی ساته وه ختی به ره مه می پیرسوڻ و شیوازی له سه دی به كارهیناوه. لیکۆلینه وه كه ناشكرای كرد كه په یوه ندیه كى جیى سه رنجی له نیوان به پړیوه بردنى كات و كاریگه ریی كارمەند و ئەداى كاری پێكخراوه ییدا ههیه. لیره وه، توپژه ره كه گه بیسته ئەو ئەنجامه ی كه كاریگه رى و ئەداى كارکردنى كارمەندان تا رادهیه كى زۆر په یوه سه ته به پراكتیكى به پړیوه بردنى كات له پێكخراوه كه دا. دووهم: ههروه ها دۆزرایه وه كه بوونى كاریگه رى ئەرینى به پړیوه بردنى كات له سه ر مانه وهی پێكخراوه كه. ههروه ها پاسپارده كان بۆ بپارده رانیش خرا نه روو.

الممارسة الفعالة لإدارة الوقت و دورها في البقاء التنظيمي: دراسة الحالة الموظفين في آتي بارك IT Park، مدينة ناجبور Nagpur، ولاية ماهاراشترا Maharashtra

الملخص:

لتحقيق النجاح والبقاء في هذا العالم التنافسي، البيئة التنظيمية الحالية التي تهدد بشكل تدريجي وتتحرك بسرعة، تحتاج المنظمات إلى مراقبة الوقت المنتج. تلعب الإدارة السليمة للوقت دوراً مهماً في زيادة الإنتاجية وبالتالي بقاء الشركات. يستكشف الاختبار البحث الحالي فعالية ممارسة إدارة الوقت في البقاء التنظيمي مع إشارة خاصة إلى حديقة تكنولوجيا المعلومات وموظفي ناجبور. بالنسبة لهذا العمل البحثي، كان حجم العينة 103 موظفًا (من إجمالي 105 موظفين) من IT Park، Nagpur City. تم حساب حجم العينة باستخدام صيغة Taro Yamane (1967). كانت تقنية أخذ العينات المستخدمة لاختيار العينات عشوائية بسيطة. لتحليل بيانات اختبار الفرضيات، استخدم الباحث طريقة بيرسون لارتباط لحظة المنتج وطريقة النسبة المئوية. كشف التحقيق أن هناك علاقة جديرة بالملاحظة بين إدارة الوقت وفعالية



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الموظف وأداء العمل التنظيمي. ومن ثم ، خلص الباحث إلى أن فعالية الموظفين وأداء العمل يعتمدان إلى حد كبير على ممارسة إدارة الوقت في المنظمة. ثانيًا ، وجد أيضًا وجود تأثير إيجابي لإدارة الوقت على بقاء المنظمة. وقدمت التوصيات أيضًا لمتخذي القرار.