THE TOPICALITY OF TIME MANAGEMENT, COMPLICATIONS AND THEIR SETTLING WAYS

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Abstract - In the article discusses the importance of time management in organizations, main difficulties during time management da is provided recommendation, which will improve efficient of these process. Author made theoretical and practical research in companies. Which operate in Georgian market.

Keywords - Time management, PersonnelManagement, Personnel efficiency, Firm Administration

ANNOTATION

In the given article, there are discussed the significance of time management usage in organizations, the complications related to it and there are suggested the efficient time management references. The article covers the theoretical material regarding to time management, an examples of international experience and considerations of different authors about the importance of time management. During the making of this work, we have conducted the practical research. It aim was to examine if how much do the Georgian organizations use time management, what are the main complications emerged during the management process and how they deal with them. The subject of research presented in the article generally is time management system and its significance for organizations. The research subjects are the companies operating on Georgian labour market.

MAIN PART

Time is our important resource. The most of humans deem, that the most important resource is money, but they are wrong. The most important resource is the time. Maybe we have no money today, but it is possible to acquire tomorrow from the different sources. As for time, if it has passed, it has passed forever. We can`t buy or borrow more and more, as time is the limited resource, which reduces on daily basis. As the future managers and business owners, we should be very careful towards this resource. The time issue was in any time of age (era). Heraclitus of Ephesus was proving, that amongst all others, the time is the last and the first. It possesses everything, it exists and doesn`t exist. Aristotle was proving the objectivity of time "by the possibility to perceive the current changes in outer universe". To manage the time is to manage your own life.

The human any time faces the choice: keep resting, or lying asleep, or doing business and thus change the environment in respect of his family. The human and the time are indivisible interconnected notions.

THE SIGNIFICANCE OF TIME MANAGEMENT IN ORGANIZATION.

Today, the rational division of time and its management plays the significant role in achievement of success. This is the important competence, which is necessary to be developed from the early ages. It is important in order to be maximally effective and beneficial. Time management presents the process of performance of planning and conscious control during the defined time interval, which was done in order to increase efficiency and productivity of particular activities. This is the process of planning and organizing if how we should split time on the activities to be fulfilled by us.

By using the time management technique, we are able to improve our skills, competences and abilities, be more efficient even, while the time is less and the stress is high. To be busy doesn`t mean to be efficient. To have a lot of things to do doesn`t mean, that you`re doing them well or effectively. If the man has a lot of things to do, it doesn`t mean, that he / she works a lot. The result is more important, rather than the process and in order to achieve this result, it is necessary to reasonably (rationally) plan the time, which issue is being served by the time management.
Effective time management gives us the possibility to work properly and reasonably, but not work a lot. As a result, we are doing a lot of things in a small time.
The time management covers those methods and approaches, by which we are plan and organize if how much time should be set for each specific activity. In order work out the methods to use the time management as an element of the system - managing the organization, it requires to answer the following question: is the necessity to implement the time management in the company the reason that their management level is low and meanwhile irregular?
In other words, if in the company the regular management is perfectly working and the managers are doing well in delegating the working tasks to their subordinated persons and organizing their fulfilment, then does this company still needs the time

management to be implemented in it? The scientists answer this question positively.

THE IMPORTANCE OF PRIVATE TIME MANAGEMENT

In private time management not only the big amount of time plays the key role, but also its quality as well. In order to make our private time management truly efficient, give us benefit and won`t cause our extra overburden, it should be constructed by foreseeing a lot of factors. One of such factors is human`s biological rhythm. Term "Time management" implies the time organization and time ruling. Time is the most precious resource of humans. It is given with limited amount and it is necessary to spend it right way, rationally. It is possible only if humans will plan their aims and tasks in a right way, separate the priorities and arrange (distribute) the time among them.

In order to reveal if how often and efficiently use time management the Georgian companies, we decided to ask some of them using out preliminarily made questionnaire. The study gave us an interested outcomes, which is presented in this article.

We`ve questioned two different companies operating on Georgian market: Hotel "AlaznisVeli" in Telavi and Marketing company "Jeunesse Global". The questionnaire was filled by General Managers of both companies. See the questionnaire used in the research:

1.What do you think – why time management is important in your activity field?

2. How you manage your time? Do you consider it as the resource or not?

3. Do you manage to arrange the issues giving them the priorities?

4. While you have to solve several projects or topics, what is your first step you would take?

5. How you define, that the case, which you are doing is the most ideal usage of your time?

6. Why is the delegation important for you?

7. Do you characterize yourself as time-ordered, arranged person?

8. What incurs the spending of your time?

9. How you prepare for the next day and in average how many hours do you assign for planning process?

10. How you manage your e-mail?

We present the short description of study respondents and the results of research.

RESPONDENT 1. HOTEL "ALAZNISVELI".

In order to get the answers to our questions, we have talked to the manager of Hotel "AlaznisVeli". The main aim of questioning, was to find out if what kind of time management system is worked out in Hotel and how do they deal with complications regarding to it.

Question 1 – In hotel industry you often have to deal with several tasks at a time, that often can`t be arranged properly and timely basis, thus an important issues might stay out of sight. So, it is important, if we properly arrange (distribute) the time and will be aware about the case if how much time should be spend on each particular work.

Question 2 – It`s hard to perceive the time as a resource at one glance, though otherwise it`s impossible to operate in hotel industry. "I haven`t worked out the specific private time management system, but I try to maximally make progress in fulfilment of planned cases. I try to preliminarily write down the tasks of the next day, which department should I charge with specific task and which department`s fulfilled activity should I assess first. Hotel industry is such a field, where at any time you have to face and deal with unforeseen and newly formed issues, thus our plan isn`t always strictly under schedule. It`s flexible, as we often have to change our action plans. Though, by all means it doesn`t apply to priority cases, like for example. Checking the security systems, checking the hotel room technical order conditions and other details, permanent communication with cleaning service, manage the supply department, etc.

Question 3 – We`ve partially answered on this question in previous answer. In hotel industry there always exist the priority cases, so, if we have to discuss a lot of topics at a time, firstly we assess their priorities and only after this we start the discussion and decision-making process.

Question 4 – First step is to assess the topic`s priority. Then to define who`s competence is to deal with this issue. In case if we have to deal several priority cases at a time, we try to divide the works.

Question 5 – It is impossible to sell today or tomorrow the room unsold yesterday, it is lost profit already. As the time as well – if the yesterday has passed, it won`t came back. Thus we pay the specific attention to perfectly use our time. First of all we raise the question: does the work, which I`m doing at particular time applies to my role or not? The next question is: how expectable is to approach (at least by one step) the goal set by us by fulfilling this task? And the last, we pay attention that this work is planned by us or we are doing it instead of somebody.

Question 6 – By distribution of works, we acquire an important reserve of time, which we can spent on other case`s fulfilment. A lot of things can be fulfilled by the other better than we can do it or vice versa.

Question 7 – I try my best. It`s impossible to be perfectly ordered, especially in service field. Though, it`s always possible to be nearly perfect.

Question 8 – People often had to deal with obstacles, often we get ill, have family issues, etc. Besides these factors, the spending of time mainly is caused by pursuing the useless things. For example, unplanned phone call and talk, unplanned visits in hotel, brake (out of order) of technical devices and appliances, arranging the issues raised with guest, etc.

Question 9 – Each day ends with presentation of report of works done for this day. Then I create the list, if which topics should be fulfilled for tomorrow and who should be charged to perform (fulfill) particular case.
Coming out of the specificity of our activity, we perform the daily planning, in average one and half to two (1.5-2) hours per day.
Question 10 – We have three e-mails. During the e-mail management, especially important is to get rid of spam and useless e-mail letters. It`s also important to forward the e-mail letters into relevant departments.

RESPONDENT 2. MARKETING COMPANY "JEUNESSE GLOBAL"

As we are aware, with IT and globalization development, also rises an online business share into economy. By the means of world global network, it became possible to perform the sales throughout the whole world. Company "Jeunesse Global" was established in United States of America on 9-th of September, 2009 year. It has entered Georgian market a year ago. They deem the arrangement of issues related to time management (time management and control during the direct sales and online sales processes as well) as most significant. Coming out of the above mentioned topics, the company`s manager has answered to our questions and these answers was quite interesting and urgent.
Question 1 – The industry of direct sales is characterized with rapid development rate. The companies operating in this field of industry are involved with very harsh competitive battle. Accordingly, the company`s success is directly connected with time, under which the market will be developed. Thus, one of the key factors of our success is time and our occupation`s relation towards the time.
Question 2 – We daily work on developing the methods, rules and approaches related to time management. First of all, the time management of working day begins on the previous day, while the company`s general and middle layer managers work out the action order of our groups and fence each activity with particular time frame. The most efficient mean to manage the time is to prescribe the working day, by doing this, we will avoid the useless spend of time and its unproductive usage.

Question 3 – This question is directly in connection with priorities existed in the company. In our case, the current events on the market tells us which case should be assigned with priority.
Question 4 – The thought about decide any of the issues begins with definition, if what is the mentioned issue`s scale. Personally I give a huge importance to group work and those middle layer managers` competency, together whom I have to discuss the priorities of each day. Accordingly, first pace I take before the decision of the case is to call the meeting and with my colleagues to seek an alternative and effective ways to settle this issue.
Question 5 – In order to make sure, that the activity I pursue is the most ideal usage of my time, helps me to define those results, which I will be given while the mentioned case finishes. Firstly I choose the case to be done according to the priorities and simultaneously I analyze, which of them will bring me the biggest and most desirable result.
Question 6 – The delegate function is one of the significant methods. It gives the possibility to make more business in a little time. Delegation itself implies the responsibility of group members. Each person working in the company should feel, that he / she creates his / her own share in common business.
Question 7 – As coming out of our activity system, being in order is considered to be active, possess the necessary information and operatively transfer it to group members, it`s possible to call myself organized and time-ordered person.
Question 8 – Mostly time spending is caused by the facts, that often appointed visits are being postponed or cancelled. In such cases, it`s hard to operatively fill the free time and distribute (rearrange) the plans.
Question 9 – The best way to prepare the next day, it should be prepared on previous day, while I plan the following working day. In this time, it`s important to write down all the daily plans on the paper. It`s important to have clearly listed and preliminarily projected plan.
Question 10 – The informational and communicational means are an integral part of my activity. As I`ve mentioned above, we work on local and on global markets at a time. Accordingly, the possibility of distance relationships besides an e-mail is given by such distance relationship means like "Viber", "WhatsApp" and "Skype" also.

THE RESULTS OF RESEARCH

Coming out of the answers on the questionnaire made by us, we can conclude, that both company`s managers recognize the importance of time management in organization. Recognition of time as the limited resource during the harsh competitive battle constitutes the significant step forward. Both of the companies uses the international experience of time management and tries to work out its own methods of time management.

It should be mentioned, that the managers of both companies commences the private day planning on the previous day, and the planning of organization`s day in case of hotel is being made together with department`s managers and in case of marketing company - with group leaders. As of priorities, the prioritized case in marketing company is defined according to product`s characteristics, stage of life cycle and different news and in case of hotel, the list of important issues is defined according to the season,

the hotel`s loading and amount of guests. Also, based on the result, acquired after the hotel`s current technical condition assessment. In case if there exists the necessity to fulfill several prioritized business at a time, the companies try to distribute or delegate the cases.

The companies asses the time usage optimalityunder some important criteria: first of all, they consider, that time spent by all means should be connected to the company`s global aims. Further, they perform the visualization of results. Each hour spent by the hotel`s manager and ordinary worker should ensure the hotel`s continuous (regular) operation. It`s worth to mention, that how much does the performer`s role and competence is met with the case to be fulfilled in hotel. For the companies asked, the main time spenders are unplanned situations and sudden changes, which incur the correction into their plans and accordingly an additionally spent time. The time spending for the companies is also caused by unplanned phone calls, unplanned visits in hotel, the break of technical devices and appliances, arranging the issue emerged with guest, etc. The managers of the companies agree, that the planning should be given a material face, in particular, the daily and weekly plans should be made in a written manner. By this, the managers insure themselves, not to leave behind an important matters. The managers of the questioned companies consider, that in order to fulfill the case efficiently, it is important to use the informational and communicational technologies and besides – to manage that time, which is being spent on them. During the e-mail management, the specific importance is paid to remove the spam and useless e-mail letters and timely reply to important letters. Also there is important to forward the e-mails to the relevant departments. For marketing companies, the distance management is important, so, besides the e-mail, they use such applications, like “Viber”, “WhatsApp” and “Skype” also.

CONCLUSION AND REFERENCES

Based on the studied materials and researches made, we can conclude, that the importance of time – like the limited resource, rises on day by day basis. Today, like never – the people face the deficiency of time and issues related to time management. Accordingly, it`s urgent to analyze the theoretical materials and practical experience existed around this topic, also to work out the rational references for the future. The art of time management became one of the key factors defining the competitiveness. The winner is one, who makes a lot of things in a little time frame.

In our opinion, it`s important Georgian organizations to foresee an international experience related to time management. Today exists a number of works about to implement the time management methods into the practice. Many companies successfully use time management in order to achieve the goals set. We can successfully adjust the best experience on Georgian organizational culture. As all other cultures, we also have the national properties, which makes us different from the others and it`s important to foresee them during the implementation of time management methods. The managers of the organizations should work out their own system of time management. In order to efficiently manage the time, it`s important to held the periodical trainings for the staff. We also deem advisable to recommend the following to the companies for the time management implementation:

- The recognition of time management`s importance;
- Foresee an international experience;
- Regular planning;
- Set the obvious aims, prescribed through the time frame;
- The visualization of works to be done;
- Prioritization;
- Delegation;
- Work out the strategies in order to deal with time-spenders;
- Work out the criteria for assessing the time management efficiency;
- Control.

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