

**EFFECTIVE TIME MANAGEMENT AS A TOOL FOR AN  
INDIVIDUAL AND ORGANIZATIONAL PERFORMANCE IN  
FINANCIAL INSTITUTIONS IN TRINCOMALEE DISTRICT**



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## Abstract

Time management is the essence of success for any one. 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 performance. To understand the real scenario, this study aimed to examine the Effective time management as a tool for an Individual performance, and Organizational performance in financial institutions in Trincomalee District.

A number of studies are conducted regarding the relationship between the effective time management, individual performance, and organizational performance. But there is very few studies regarding mediation effect of individual performance in effective time management and organizational performance. In order to fill this empirical knowledge gap in this particular study was intended with four objectives. Such as to examine the levels of effective time management, individual performance, and organizational performance in financial institutions, and to explore the mediation effects of individual performance in the relationship between effective time management and individual performance in financial institutions.

The descriptive research used with the respondents of 120 who are managerial level employees in financial institutions in Trincomalee District. The disproportionate stratified sampling used to analyze the collection of data from the selected financial institutions. Data were collected through questionnaire and the analysis was conducted by SPSS with the measures at levels of univariate and bivariate analysis along with the objectives. The findings of the present study indicate that effective time management, individual performance, and organizational performances are in high level in financial institutions and individual performance has a partial mediation effect in the relationship between effective time management and organizational performance. Effective time management could improve employees' individual performance and organizational performance. This study confirms that individual performance as one of the mediator in the relationship between individual performance and organizational performance.

**Keywords:** effective time management, individual performance, organizational performance

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