

ANALYSIS AND ASSESSMENT OF MODERN TIME MANAGEMENT TOOLS USED IN BUSINESS AND EDUCATION

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Abstract: Nowadays, it is essential to realise the importance of time in a person's life. It is necessary to know how to manage it effectively. Today's time management involves us with many tools, thanks to which we can properly manage our time and keep it under control. The paper deals with time management, which, in the current result-oriented era, is of the highest importance in business and education. The topic of this paper is based on the fact that the most valuable resource for success is time. It has a significant value called the value of life because we lose the opportunity to fulfil our goals and needs every minute that is not fully used. Time is necessary for work, education, thinking, rest, friendship or entertainment. The paper aims to perform a comparative analysis of modern time management tools used in business and education. Based on the literature review, we have chosen individual criteria for assessing those tools. We considered their form, efficiency, compatibility, quality, reliability, availability and cost when evaluating. The main scientific research methods were research, processing and collection of sources, excerpting, analysis and comparison, synthesis, and induction. Based on research conducted by TrackTime24, Reclaim, Stanza.com, ECAL, Robert Half Management Resources, ThePredictive Index, Professor John Hunt, Cloudwards, Lifewire and Profitwell, it was possible to carry out the planned comparative analysis. As a result, we can state that in the corporate and educational spheres, users usually use online applications such as Google Calendar and Outlook calendars.

Keywords: Time management, paper tools, electronic tools, business, education, comparative analysis.

1 Introduction

Time management is probably a familiar term for everyone, and we understand it as an effective process of time coordination as we plan and organise given tasks and work. With the right time management tools, no special effort is required, but careful planning is required.¹ The correct distribution of time does not make work difficult. On the contrary, it makes it easier, especially for those who try to be productive during the day.²

Time management is the process of organising and planning how to allocate time between specific activities. Proper time management allows you to work smarter - not harder - to get more done in less time, even when time is limited and pressure is high.³

The essence of time management is to guide managers in learning how to manage their time correctly and efficiently. Purposeful planning and time regulation are fundamental prerequisites for his work. Knowing how to manage time properly means getting the most out of the invested time, concentrating mainly on important and urgent things.⁴

Time management aims to learn how to be more competitive by organising your life correctly, effectively use time according to

your needs, and handle all set tasks, mainly in education.⁵ Time cannot be saved or bought or multiplied; we all have it to the same extent without any difference, which makes it unique. That is why it is essential to be able to plan the time for the given tasks before we start.⁶

In the field of time management, we recognise several levels of time-related generations.⁷ Four successive generations were created, which are interconnected and are intended to represent approaches within the issue of time management:⁸

- The first generation is characterised by recording tasks in task lists. The advantage is their ease of use. The disadvantage is that no information about the completion date will be recorded for tasks that have been completed.
- Second generation - the tools of this generation are diaries and calendars, in which, unlike the first generation, it is possible to record their completion date.
- The third generation is typical in that it unifies activities in the organisation and associates priorities with individual tasks and goals. He orients himself to long-term results and can decide which are the most critical tasks.
- The fourth generation - we instead call it life management, which distinguishes it from classical time management. The systems are designed to help users guide and determine what is most important in their lives.

In time management, we come across two categories of time management aids, namely classic paper aids and digital aids. Paper tools are the oldest time management tools known for their low cost and ease of use (diaries, calendars, to-do lists, etc.). Electronic tools are a more modern version of paper organisers, with the difference that they have a more comprehensive range of essential functions (for example, electronic diary, electronic calendar, electronic notes, etc.).⁹

2 Methodology

This paper aims to perform a comparative analysis of modern time management tools used in business and education. Based on the literature review, we have chosen individual criteria based on which it is possible to assess those tools. We considered their form, efficiency, compatibility, quality, reliability, availability and cost when evaluating.

The following scientific research methods were used in the creation of individual parts of the paper:

- the method of research, processing and collection of sources when defining theoretical starting points,
- the method of excerpting when citing sources,
- the method of analysis and comparison when determining the current state of the given topic,
- the method of synthesis in the integration of the obtained information using the method of analysis into a single unit,
- induction method in the evaluation and formulation of results.

¹ Reddy, C.: *Time Management – Advantages and Disadvantages*. 2019. Retrieved from <https://content.wisestep.com/top-advantages-disadvantages-time-management>

² Lup, L.: *Základy time management-u: Ako byť pánom svojho času?* 2024. Retrieved from <https://www.akosizarobitpeniaze.sk/zaklady-time-management-u-ako-byt-pano-m-svojho-casu/>

³ Mind Tools Content Team: *What is Time Management*. 2020. Retrieved from https://www.mindtools.com/pages/article/newHTE_00.htm

⁴ EuroEkonom.sk: *Manažment času*. 2022. Retrieved from <https://www.euroekonom.sk/manažment/manažment-casu/>

⁵ Kamodyova, P., Potkany, M., Kajanova, J.: *Facility Management – Trend for Management of Supporting Business Processes and Increasing of Competitiveness*. AD ALTA-JOURNAL OF INTERDISCIPLINARY RESEARCH, vol. 10, no. 1, pp. 122-127, 2020.

⁶ Clegg, B.: *Time management*. Brno: CP Books, 2005.

⁷ Pacovsky, P.: *Člověk a čas, Time management čtvrté generace*. Praha: Grada Publishing, 2006.

⁸ Covey, S.R.: *The 7 Habits Of Highly Effective People*. New York: Simon & Schuster, 2020.

⁹ Torian, O.: *Student support and motivation: Tutoring, coaching, and supporting students in the 21st century*. 11th International Conference on Education and New Learning Technologies (EDULEARN). Palma, Spain. pp. 6599-6603, 2019.

3 Results and Discussion

Currently, businesses can get by without time management tools, but surprisingly, all of the businesses that use paper-only tools indicated a need for improvement in time management. On the other hand, of businesses that use time management applications, 25% showed a need for improvement. The same applies to educational institutions.¹⁰

Intending to determine the use rate of time management tools in small and medium-sized enterprises, the TrackTime24 agency conducted a survey. They found that up to 57.10% of enterprises do not use any time management tools, and 42.90% use them. The results showed that 75% of companies with 20 or more employees use time management tools. 62% of businesses with 1 to 5 employees and 67% with 5 to 10 employees do not use them at all. 60% of micro-enterprises and all enterprises with a maximum number of up to 20 employees are interested in improving time management. The need to use time management tools is mainly in large companies and educational institutions, but even the smallest ones are aware of their importance.¹¹

More and more managers are realising how important and necessary time is to perform practical work. In connection with this issue, a survey was also conducted, in which 253 managers at all levels of management participated. The first question was oriented to managers' satisfaction with the management of their time or the occurrence of possible stressful situations:¹²

- 27% of middle management managers and 3% of top management managers said that they feel stress caused by lack of time.
- 88% of senior managers and 39% of middle managers revealed that they are satisfied with their time management.
- 85% of all managers confirmed that time management training significantly improved their results.

In addition, most managers (26%) use a paper calendar to organise their time. Other managers (23%) are comfortable with a mobile phone, and some managers (20%) plan their time using a to-do list. Managers (18%) also prefer classic paper notes and an Outlook calendar (11%).¹³

Almost 100 employees of Czech and Slovak companies took part in another survey, the results of which were published by author Marek Šulík on his blog. The survey was aimed at finding out the tools most commonly used by companies. The tools are categorised according to their use in different areas, such as communication for project management, file sharing, planning and time management, CRM and document creation.¹⁴ In companies, Google Calendar (50.72%), Outlook calendar (21.74%), bulletin board or paper (15.94%) and Toggli (11.60%) are used for time measurement. Some companies prefer tools in paper format and do not use electronic ones.¹⁵

To find out the habits related to organising and planning the calendar in private, the company Reclaim conducted a survey in which 37 respondents participated. The respondents were employees from various areas: product management, sales, carpentry, HR, finance, program management and marketing. The findings showed that the respondents usually use the Google Calendar application, followed by the iOS calendar, for work

and personal purposes. The respondents stated that the Outlook calendar is unsuitable for personal purposes.¹⁶

Other research results on the use of calendars were published on the Stanza.com blog, while 430 respondents took part in the research, of which up to 71% use the calendar for work and personal purposes. 28% of respondents use the calendar only for personal purposes, and 1% of respondents only for work purposes. Most respondents (49%) use Google Calendar, Apple (20%), Outlook (17%). The least used calendar among respondents is Yahoo (5%), and a total of (8%) of respondents said they were thinking about changing their calendar.¹⁷

The ECAL company published the results of a survey on its blog, aiming to find out what tools people use to organise their time. One thousand people participated in the survey. 70% of respondents (740) use an electronic calendar for their time management, of which 46.7% of respondents (470) use an electronic calendar on a mobile phone, 23.3% of respondents (234) prefer a calendar on a personal computer. 28.3% of respondents (278) use paper calendars and diaries. The preference for an electronic calendar in different age groups is relatively the same, ranging from 70% - to 75%, among people aged 55-64 (62.8%). The age groups from 24 to 34 years and 35 to 44 years, with an average of 74% and 75%, have the highest percentage of electronic calendar use. The results show that the most used electronic calendar on a smartphone is Apple (25.38%), followed by Google Calendar (25.11%), followed by Windows Live (4.52%). The most used electronic calendar in personal computers is the Google calendar (15.44%), Apple (7.77%), Outlook (5.15%) and Windows Live (4.76%).¹⁸

In the area focused on time management, 35% of the surveyed chief financial officers (CFOs) claim that using digital technologies contributes to more efficient work. Through digital technologies, we understand calendars, applications, and to-do lists. The survey was conducted by Robert Half Management Resources.¹⁹ 2100 CFOs from a random sample of companies were interviewed. Another 35% of CFOs said they prefer to delegate tasks to their subordinates. Proper delegation of your team is a crucial aspect of long-term job retention. A fifth of them think limiting the time spent on meetings is correct, and 8% are convinced that the solution is to restrict travel. 2% of CFOs indicated the option I don't know.²⁰

The ability to delegate and control your time is what every manager should know. From a survey conducted by ThePredictive Index, we know which skills managers have the most outstanding deficiencies. A total of 1,038 employees commented on the skills of their managers from 13 industries. Among the skills in which they have the most exceptional deficiencies are insufficient time management and delegation. Employees estimated that 11% of managers have a problem with delegation skills, and 14% have issues with team management. Finally, 28% of managers have a problem with teamwork, and 17% have issues with feedback. 10% of managers have difficulties with communication, and 20% of managers marked the option other, while no specific answer was given.²¹

A study by Professor John Hunt shows that 30% of managers think they have delegation skills. The study also reports the opinions of the employees of these managers, who claim that

¹⁰ Gajanova, L., Klietkova, J., Nadanyiova, M.: Building and Managing the Value of Higher Education. *14th International Technology, Education and Development Conference (INTED)*, Valencia, Spain, pp. 2578-2582, 2020.

¹¹ Unrubble: *Time for change: Survey shows 57% of Small and Medium Enterprises don't use time management tools*. 2018. Retrieved from <https://medium.com/@TrackTime24/time-for-change-survey-shows-57-of-small-and-medium-enterprises-dont-use-time-management-tools-2d3b95677e16>

¹² Skorkova, Z., Thomasova, E.: Time Management of Slovak Managers. *International Journal of Economics Finance and Management Sciences*, vol. 3, no. 3, pp. 311-318, 2015.

¹³ Skorkova, Z., Thomasova, E.: Time Management of Slovak Managers. *International Journal of Economics Finance and Management Sciences*, vol. 3, no. 3, pp. 311-318, 2015.

¹⁴ Vartiak, L.: Achieving excellence in projects. *Procedia Economics and Finance*, vol. 26, pp. 292-299.

¹⁵ Visibility: *Aké nástroje používajú slovenské a české firmy*. 2020. Retrieved from <https://visibility.sk/blog/ake-nastroje-pouzivaju-slovenske-ceskefirmy/>

¹⁶ Shapiro, H.: *Here's how your coworkers manage their calendars*. 2019. Retrieved from <https://medium.com/reclaim-ai/how-your-peers-do-calendar-management-7c9d80e49fb0>

¹⁷ Stanza: *Seeking social proof - App survey results (phase 1)*. 2019. Retrieved from <https://medium.com/stanza-co/seeking-social-proof-app-survey-campaign-results-phase-1-e4786ac29d68>

¹⁸ ECAL: *70% OF ADULTS RELY ON DIGITAL CALENDAR*. 2018. Retrieved from <https://ecal.com/70-percent-of-adults-rely-on-digital-calendar/>

¹⁹ Schwartz, H.: *CFOs See Technology Tools, Delegating As Top Time Management Strategies*. 2014. Retrieved from <https://businessfacilities.com/2014/07/cfos-see-technology-tools-delegating-as-top-time-management-strategies/>

²⁰ ECAL: *70% OF ADULTS RELY ON DIGITAL CALENDAR*. 2018. Retrieved from <https://ecal.com/70-percent-of-adults-rely-on-digital-calendar/>

²¹ Moisan, J.: *5 Best Practices For CFOs In Today's Modern Workplace*. 2020. Retrieved from <https://www.forbes.com/sites/forbesfinancecouncil/2020/02/12/5-best-practices-for-cfos-in-todays-modern-workplace/?sh=6ebd5b142918>

only one out of ten managers know how to apply delegation to their subordinates and develop their skills properly. Delegation is a science that confirms that it brings definite results when used correctly. The most common reason for not delegating is the need to invest too much time in this activity, and no company owner or manager currently has that extra.²²

A questionnaire survey was conducted to determine the use rate of paper and electronic tools in educational institutions. Two hundred sixty-one questionnaires were distributed to respondents, of which all validly filled ones were returned. Many people use paper tools (74%) than electronic tools (18%). Paper tools are more difficult for users (45.33%) when creating notes than electronic ones (25.83%). The most significant advantage of paper tools for users is the possibility of writing notes by hand and their ease of use. Electronic tools allow for a simple search and the chance to use data history or share the necessary information with family, loved ones, or friends. With paper tools, the disadvantage for users is the inability to record images, sound or video. From the point of view of time, they are lengthy for taking notes and limiting due to the need to carry them with you all the time. The disadvantage of electronic tools for users is the impossibility of drawing by hand in notes, and many are concerned about data security.²³

The website Cloudwards has published a comparison of the three most competent online applications in the category of to-do lists focused on productivity and education. Todoist, Wunderlist and Any.Do were compared according to interface, sharing and calendar integration criteria. Any won the interface criterion.do application. The sharing criterion was won by Wunderlist, which allows sharing tasks with a maximum of 25 users, while Todoist only allows sharing tasks with five users and Any.do with only one user. Todoist and Wunderlist won the third-party integration criterion. Todoist charges extra for attaching files, sharing tasks with more than five users, and setting reminders. Any.Do application does not provide any calendar integration, files can be attached up to a maximum of 1.5 Megabytes (MB). Wunderlist provides these functions for free and simultaneously contains the highest number of functions compared to the mentioned applications. That's why this application is marked as the winner of applications from the category of to-do lists. However, Wunderlist was transferred to Microsoft in May 2020. All data from the Wunderlist application can be exported to the Microsoft To-Do application that replaced Wunderlist.²⁴

In the educational process, note-taking applications are used in particular. In the category of online note-taking applications, the most popular ones on the market are Google Keep, Microsoft One Note, and Evernote, according to the Lifewire website. The Versus website compares online productivity apps based on their features. All three compared online applications, Google Keep, Microsoft One Note and Evernote, offer a free version, are cross-platform and work on synchronisation with email from the Gmail service. Online applications can be accessed via a widget, and an image, audio recording or PDF document can be attached to each task and event. Google Keep and One Note allow you to distinguish tasks by colour, but Evernote does not. One Note does not allow setting notifications the ability to repeat tasks and record them by voice.²⁵ Neither application enables you to set a priority for functions. Evernote is the winner of the compared applications, with a score of 73. In second place is Google Keep, with a score of 65, followed by Microsoft One Note, with a score of 58.²⁶

²² Howard, S.: *25 people manager stats you need to know*. 2019. Retrieved from <https://www.predictiveindex.com/blog/25-people-manager-stats-2019/>

²³ Gregory, A.: *7 Tips for More Effective Time Management*. 2020. Retrieved from <https://www.thebalancesmb.com/effective-time-management-tips-2951611>

²⁴ Liuqing, R., Zhiyong, X., Lijun, J., Xue, Z.: *Comparison between digital and paper note-taking based on NASA-TLX*. 2015 *IEEE International Conference on Progress in Informatics and Computing (PIC)*. Nanjing, China, pp. 1-5, 2015.

²⁵ Johnston, M.: *Trello Vs Asana - The Battle of the Productivity Apps*. 2019. Retrieved from <https://cmscritic.com/trello-vs-asana>

²⁶ Grigg, C.: *Evernote vs. OneNote vs. Google Keep*. 2021. Retrieved from <https://www.lifewire.com/comparison-evernote-microsoft-onenote-google-keep-2512005>

Profitwell published a report on an Evernote study in which 277 users were interviewed. When asked how Evernote benefits them, 22% of users said it helps them organise their notes, and 12% said it's easy to use. Another 11% of users cited synchronisation between devices (smartphone, laptop, desktop) as a benefit. When asked what improvements they would welcome in the Evernote application, 32% of users said it is as good as it is and does not need improvements. 7% of users would welcome a better interface, and 5% would welcome more integrations.²⁷ As an alternative to Evernote, 18% of users mentioned the Microsoft One Note application, and 11% Google Keep. As many as 177 users (64%) recommend the Evernote application, and 98 users (36%) do not recommend the Evernote application.²⁸

4 Conclusions

The paper aimed to perform a comparative analysis of modern time management tools used in business and education. Based on the results obtained, we can state that in the corporate and educational sphere, users usually use online applications such as Google Calendar and Outlook Calendar. Employees commonly use Google Calendar for both personal and work purposes.

The popularity and usability of digital technologies are increasing in business and education, but many people still prefer paper tools for their time management. In small and medium-sized enterprises, more than half do not use any time management tools in paper or electronic form. However, most of them expressed their need for improvement in this area. Several companies identified time management as one of the challenges they will face during the year. For effective time management, financial directors recommend using digital technologies, which means using applications, calendars and to-do lists.

Among online applications, Todoist, Any.Do, Google Keep, Microsoft One Note, and Evernote are among the most complete applications. The use of digital calendars is significantly higher among users of all age groups (mainly students) than the use of paper calendars. The most significant number of electronic calendar users is in the age category from 35 to 44 years old. The advantage of the recommended online applications is their usability on various end devices, of which the smartphone dominates the current market. Penetration of the use of smartphones is most pronounced in the age category from 18 to 24 years, as well as the use of mobile applications, of which the most popular category is applications aimed at productivity. From the Buildfire website, we found that most of the apps downloaded by users globally are free. Price is one of the most important factors for users, dramatically influencing the user when downloading applications. Users are also significantly influenced by the application's rating, user reviews, or the fact that someone from family and friends uses the application.

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