

Impact of Work Life Balance on Job Performance of Executive Level Employees: with Reference to a Leading Apparel Company in Sri Lanka

Divyanjalee, G. L. D.¹ and Mahalekamge, W. G. S.²

Work life balance is a timely significant area of Human Resource Management and has become a top priority for workers everywhere. This study is mainly focused on discussing the effect of work life balance on job performance among executive level employees in a leading apparel company in Sri Lanka. In today's dynamic environment, work life balance has become one of the major issues faced by many employees all over the world including in the apparel industry. Maintaining work life balance is an issue increasingly recognized as of strategic importance to both organization and employees. The research problem addressed in this study is to investigate the impact of work life balance on job performance among executives in the apparel industry in Sri Lanka. Work Life Balance is a major factor to increase employee performance as well as organizational performance. Employee performance is very important for any organization to achieve sustainable competitive advantage. Selected leading apparel Company is not reaching the expected performance level, and it is clear to have a performance gap. The main objective of this study is to find the relationship between work life balance on executive level employee's job performance. The research study explores the Impact of Work-Life Balance on employee job performance. Work life balance is selected independent variable, and employee performance is the dependent variable. A simple random sampling technique was used to select the sample, and the sample size was 110 executive level employees in a leading apparel company in Sri Lanka. The required primary data were collected through a standard questionnaire, and correlation analysis and regression analysis were used to test the hypotheses. Data were analyzed using SPSS software. It was found that Work Life Balance, Employee Assistance Programs, Technology Advancement, Working Environment and Workplace Stress positively impact on employee job performance. The researcher also found that there is a relationship between work-life balance and employee job performance.

Keywords: *Work Life Balance, Working Environment, Technology Advancement, Employee Assistance Programs, Employee Performance*

¹ Undergraduate, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [dilshadivyanjali123@gmail.com]

² Lecturer, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [geethanim@kln.ac.lk]