

The Impact of Role Stress on Work – Life Balance Evidence from Sales employees in Tiles and Sanitaryware Industry Sri Lanka

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Maintaining a balance between work and non-work activities can be challenging, but work is an integral part of one's professional identity in the modern workplace. Maintaining a healthy balance between one's personal and professional lives has gained public attention as more workers recognize the significance of what is now called "work–life balance." Fostering a positive and supportive work environment that allows employees to balance their personal and professional obligations while increasing productivity is another aspect of work-life balance. When competing for work demands, numerous negative factors negatively impact their work-life balance, including elevated stress levels, exhaustion from work, and strain. Few research has been conducted to illustrate various aspects of role stress on WLB concerning sales personnel in Sri Lanka's tile and Sanitaryware industry. To fill this empirical gap in this field, the present study concentrated on the influence of role stress on work-life balance. The research methodology for this study was quantitative. Responses were obtained from 211 participants via a self-administered survey questionnaire. The multiple regression analysis was carried out utilizing SPSS 23.0 to verify the proposed relationships between the variables. Results showed that role stress (Role overload, role ambiguity, role conflict) significantly impacts the work-life balance of sales employees in the tile and sanitary ware industry in Sri Lanka.

Keywords: *Role Stress, Role Overload, Role Ambiguity, Role Conflict, Work-Life Balance*

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