

FACTORS AFFECTING THE WORK LIFE BALANCE OF WOMEN IN EXECUTIVE LEVEL IN THE ABC APPAREL COMPANY

Rathnayake R.M.R.H.¹ and Devadas, U.M.²

Work Life Balance is a crucial factor in the world of work when playing multiple roles while being one person. Keeping a good balance between work and life is very important in this static environment. So, for that we should have a clear understanding regarding how the work-life balance can be achieved. This is very crucial specially for women in the modern world of work. Therefore, the purpose of this study is to identify the factors affecting the Work Life Balance of executive level women in ABC apparel company. In addition to that, this study intends to contribute to filling the literature gap by looking into the level of work life balance of women. Although in literature, very few studies have examined to identify this impact, when it comes to Sri Lankan settings, there were not many research findings. The study was conducted as a quantitative and cross-sectional research study. The data were collected through an online survey with the help of self-administered questionnaires using a google form. Simple regression analysis was used to test the hypotheses. The independent variables were the technology, commute time, health work life balance initiatives while the dependent variable was the level of employee work life balance. The sample was chosen using a stratified sampling technique, and the final sample included 80 executive-level women employees from ABC apparel company.

The results showed a positive impact of Technology, Commute Time, Health and Work Life Balance Initiatives on Work Life Balance. Furthermore, this study raises the need for companies to look at their employees' work life balance with a more serious and holistic approach. Ultimately, it is recommended that a holistic, gender sensitive approach to promote work life balance is needed. Recognizing the existing challenges faced by the executive level women and promoting solutions for those identified challenges is also crucial to create a sustainable environment which promote both individual well-being and the organizational success.

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¹ Undergraduate, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [rathnay-bm19221@stu.kln.ac.lk]

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