

Impact of Work-Life Balance on Employee Engagement of Dual Career Couples in the Apparel Sector of Sri Lanka

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Employees are the valuable resource among various resources within an organization. Moreover, Employee engagement concept becomes a most important to be success in the changing business environment. In today's dynamic business environment, work life balance has become one of the key issues faced by many employees. A lack of work life balance highly affects to the employee engagement. The primary objective of this study was to determine the impact of work-life balance on employee engagement of dual career couples of apparel industry in Sri Lanka. Work-life balance conceptualized as a combination of work demand, family demand, spousal support and organizational support. The study was based upon positivism philosophy and deductive in nature. The sample of this study comprised with 100 dual career employees who are working for the apparel industry in Sri Lanka. Data were collected using a structured questionnaire. Based on the extant literature researchers developed five Hypotheses and multiple liner regression method was used to analyze the data. The results of this study showed there is a significant impact of work life balance on employee engagement of the dual career couples in apparel sector in Sri Lanka. The findings of this study contribute to increase the current understanding of the association between work-life balance and work engagement dual career couples. Moreover, the results inform the decision makers of the apparel industry there is a significant impact of the work life balance on employee engagement. The main limitation of this study is data collection was limited one-point in time, which may lead to common method bias.

Keywords: *Dual Career Couples, Employee Engagement, Work-life Balance, Apparel Sector*

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