

## **The Impact of Work Family Conflict on Organizational Citizenship Behavior: A Study of Middle Level Employees in a Leading Insurance Company in Sri Lanka**

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The purpose of this study was to assess the impact of work family conflict on organizational citizenship behavior (OCB) in a leading insurance company in Sri Lanka. This study is carried out as a quantitative explanatory research work. Furthermore, questionnaire method is applied to data collection. And also, the sample is selected randomly and used simple random sampling technique. Questionnaires were distributed to sample of 57 of employees. To analyze received questionnaires data, SPSS (Statistical Package for the Social Science) was used. In order to analyze data descriptive statistical techniques, correlation and coefficient and simple regression analysis were used. The statistical results revealed that there is a significant strong negative relationship between work family conflict and OCB. The simple regression analysis shows that work family conflict is a strong predictor of OCB.

**Keywords:** *Work Family Conflict, Organizational Citizenship Behavior*

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