

## **Impact of Flex Work Practices on Retention Intention of Women Employees**

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The purpose of this study to identify the impact of Flex work practices on retention intention of women employees. When considering the findings, it is evident that flexible work policies have a major impact on female employees' intentions to stay with their employers and Flex work techniques have gained a lot of attention over the past couple of decades . Due to their extremely competitive corporate environments, fast-developing nations frequently struggle to retain bright people. Companies are starting to look at flexible working as an alternative strategy for employee retention because increasing cash rewards is seen as an unsustainable strategy and also findings said that women get great advantages than men from flex work practices.to further study about it the study's general objective was to assess the impact of flex work practices on retention intention of women employees. The population of the study consisted about 1000 women employees who work at the head office, distribution center, and outlets of Lanka Sathosa Ltd., one of the best whole sale and retail company in Sri Lanka. This research conducted using survey research strategy and quantitative research method and Simple sampling technique was used calculate the sample size. Accordingly, sample size was 300 observations and used primary data as data source, data collection was done through a self-administered questionnaire. A questionnaire form was created and physically distributed to collect data. The number of employees who responded was 290 among 300 employees. Statistical Package for Social Science (SPSS), version 23.0 was used as tool for data analysis and both descriptive and inferential statistics, namely correlation and regression were used to analyzed data. The results indicate that Flex work practices has significant positive impact on retention intention of women employees.

**Keywords:** *Flex Work Practices, Women Employees, Retention Intention of Women Employees.*

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