

Impact of Work-Family Conflict on Women's Career Development with the Moderating Role of Perceived Supervisor Support

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The main purpose of this study was to examine the impact of work-family conflict on women's career development of senior executive and above-level female employees in the insurance sector in the Colombo district, Sri Lanka. This was carried out as a cross-sectional field study among a sample of 136 senior executive and above-level employees in the insurance sector in the Colombo district, Sri Lanka. Simple random sampling was applied to select the sample. Primary data was collected through a standard questionnaire as Google form via online mode through survey. The collected data were analyzed with the support of the SPSS employing regression, correlation, and descriptive statistics. Further, work-family conflict acts as the independent variable, women's career development acts as the dependent variable and perceived supervisory support acts as the moderator. While work-family conflict is evaluated using indicators such as work-to-family conflict and family-to-work conflict. Women's career development is evaluated using the indication of career goal process, professional ability development, promotion speed, and remuneration growth. The finding discovered that work-family conflict was a reason for the poor career development of female employees in the insurance sector and also this was significantly impacted by the moderator, perceived supervisor support. It is recommended that the insurance sector take necessary actions to develop the careers of female employees while reducing their work-family conflict.

Keywords: *Insurance Sector, Perceived Supervisor Support, Women's Career Development, Work-Family Conflict*

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