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Shouldering a double burden: The cultural stigma of the dogma of gender role ideology and its impact on work-family conflict

Abstract

Purpose – Drawing on role theory and work-family border theory, the present study examines the relationship between work/family demands and sui generis forms of work-family conflict and further investigates the gender role ideology as a moderator of the relationship between work/family demands and work-family conflict.

Design/methodology/approach – The data were garnered with a self-reported questionnaire from randomly selected 569 employees working in the banking sector. As a caveat, nonresponse bias, common method variance, and the reliability and validity of the measure were examined.

Findings – The results revealed that work demand and family demand were strongly related to both time-based and strain-based work-family conflict, however, the relationship was not established with behavioural-based conflict. Notably, the findings affirmed the existence of a neglected form of psychological-based work-family conflict as the *pièce de résistance* and established a strong connection with its precursor. The dogma of gender role ideology, as a moderator, was indubitably confirmed and strengthened the positive relationship between family demand and family-to-work conflict.

Practical implications – The present study emphasises the importance of work/family demands and gender role ideology on work-family conflict. Consequently, it behoves human resource managers, strategists, and practitioners to frame the organisational arrangements to alleviate the work-family conflict.

Originality/value– The present study fills a hiatus by establishing the relationship between work/family demand and work-family conflict with its cultural beliefs in the context of a collectivist culture.

Keywords Family-to-work conflict, Work-to-family conflict, Work/family demands, Gender role ideology, Work-family border theory

Introduction

Studies on work-family conflict (WFC) and gender have been received growing attention in recent years (Abeysekera and Gahan, 2019; Kaufman and Taniguchi, 2020; Magadley, 2019; Powell *et al.*, 2019; Rhee *et al.*, 2020; Smith *et al.*, 2018; Zhao *et al.*, 2019). WFC is “a condition that arises when participation in either role (work and non-work) is incompatible with participation in the other role” (Lobel, 1991, p. 509). Many research scholars underscore the importance of WFC owing to its harmful effects on individuals, families and organisations: lower job satisfaction, lower life satisfaction, life stress, lower involvement, lower perceived career success, absenteeism, higher turnover intention, lower well-being, tardiness, poor work-related role performance, depression, lower marital satisfaction, psychological distress, heavy drinking, cigarette use, anger, poor appetite, headache, stomach upset, fatigue, and hypertension (e.g. Fu and Shaffer, 2001; Hassan *et al.*, 2010; Kalliath *et al.*, 2017; Koubova and Buchko, 2013; Rhee *et al.*, 2020; Smith *et al.*, 2018; Venkatesh *et al.*, 2019; Wang *et al.*, 2010; Zhao *et al.*, 2019; Zurlo *et al.*, 2020).