

WORK- FAMILY CONFLICT AND JOB SATISFACTION: EVIDENCE FROM BANKING SECTOR EMPLOYEES IN NORTHERN PROVINCE

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The work family conflict is one of the important issues in the contemporary society. Individualism and Collectivism are two cultural context, which influence the people behavior and attitudes. The models of work-family conflict and its outcome are well studied in Western context and reflecting such individualist cultural contexts and the findings of such studies generally have limitation to generalize to nations with diverse cultures. Considerably, studies on work-family conflict have been less focused on Asian contexts where collectivist culture is more prevalent. Thus, this study aimed to examine relationships between the variables in work family conflict and job satisfaction among female employees in banking sector employees in the post war context of Northern Province in Sri Lanka. For the purpose of this study sample were drawn from leading banking sector employees. Questionnaire was used to collect the data for this study, and Qualitative approach also used to cross check the data collected through the Questionnaire. Of the selected sample, 122 female employees were randomly interviewed and questionnaire was distributed after interview at their work place. Correlation and regression analysis was performed to test the hypotheses postulated for this study. Results of the study showed that there is a negative relationship between work family conflict and job satisfaction. Similarly, family to work conflict has a significant negative association with job satisfaction. Furthermore, based on analysis of the study, Main influencing factors on work family conflict of women bankers in Northern Province identified as Time pressure, stress, behavior, culture, traditional family structure, work stressors, parental demand, and spouse support. Family has an impact on job satisfaction. Child care is very important issue for married bankers. On the basis of these findings implication and future research were highlighted.

Keywords: *Work family conflict; Job satisfaction; Banking sector; Northern Province*
