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The Impact of Dual - Career Issues on Employee Performance in the Sri Lankan Apparel Sector

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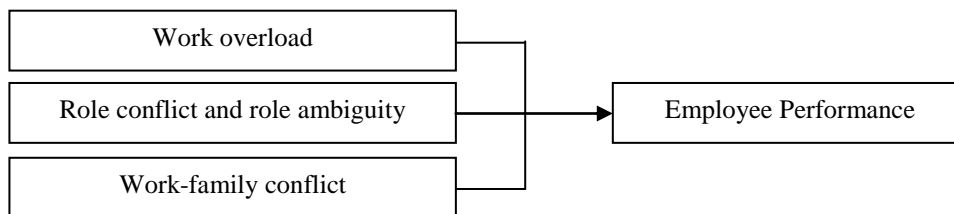
Area of the Study

Dual career families have created a unique set of challenges, many of which relate to socialization and role expectations, work role conflicts, and family role conflicts. Work conditions can have a negative impact on family life. Similarly, family problems can lead to unsatisfactory work experiences. In this study, researcher is aimed to discuss the impact of dual- career issues on employee performance in the Sri Lankan apparel sector.

Problem

There is an empirical knowledge about the impact of dual-career issues on the employee job performance in the Sri Lankan context. Therefore, the problem addressed by the study is: “*what is the impact of dual- career issues on employee performance in the Sri Lankan apparel sector?*”

Conceptual Framework



Hypotheses

- H₁: Dual-career couples’ work overload is negatively associated with employee performance.
- H₂: Dual-career couples’ role conflict and role ambiguity is negatively associated with employee performance.
- H₃: Dual-career couples’ work family conflict is negatively associated with employee performance

Method

Operational level employees in apparel industry in Sri Lanka get as the population of this study and the sample of this study was chosen from one of the largest apparel organizations to collect data. 200 employees were chosen as the sample. Sampling method was simple random sampling. The dual career issues and employee performance were measured by their responses to the questionnaires with 7 point Likert scale. Data was analyzed using univariate, correlation and regression analyses with the SPSS (16.0 Version) package.

Reliability

Table 1: Results of Test- Retest

	Instrument	Test –rest coefficient	Cronbach’s Alpha
1	Dual career issues	0.890	0.990
2	Employee performance	0.898	0.987

Data Analysis

Table 2: Pearson's correlation between independent variable and dependent variable

		1	2	3	4
1	Work Overload Sig. (2-tailed)	1	.999** .000	.970** .000	-.068 .000
2	Role Ambiguity and Role Conflict Sig. (2-tailed)		1	.975** .000	-.065 .000
3	Work Family Conflict Sig. (2-tailed)			1	-.056 .000
4	Employee Performance				1

Findings

1. There is very weak and negative relationship between work overload and job performance of dual-career couples in apparel sector.
2. There is very weak and negative relationship between role ambiguity & role conflict and job performance of dual-career couples in apparel sector.
3. There is very weak and negative relationship between work-family conflict and job performance of dual-career couples in apparel sector.

Conclusion

The major conclusion of the study is that there is no significant impact of work load, role ambiguity & role conflict and work-family conflict of dual-career couples in the apparel sector in Sri Lanka.

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