

EFFECT OF TELECOMMUTING ON WORK LIFE BALANCE OF WORKING MARRIED WHITE-COLLAR WOMEN EMPLOYEES: SPECIAL REFERENCE TO FIVE APPAREL COMPANIES IN EXPORT PROCESSING ZONE, KATUNAYAKE

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Abstract

The global demand for telecommuting has increased rapidly with the Covid 19 pandemic. In the “new normal” scenario, most of the employees are telecommuting, affecting the work-life balance of the employee, predominantly female married employees. This study is essential for raising awareness about telecommuting and its impact on the work-life balance of married working women in the new normal. In Sri Lanka, it is a leading concept, so there is the least number of research on telecommuting. Also, there was a limited understanding of how women telecommuters balance their work and personal lives. The researcher has used a quantitative approach though there was qualitative research in this area. The questionnaire was distributed among 125 female married white-collar employees in selected apparel companies. The non-proportionate stratified random sampling technique was used for sample selection, and multiple regression analysis was used to prove the hypothesis. The majority of the respondents are at the top management levels. As per the findings, having autonomy and control allows employees to balance job requirements and household requirements. Also, time management and household characteristics positively impact work-life balance while techno-stress negatively impacts on work-life balance. There was an inadequate understanding of how women telecommuters balance their work and personal lives.

Keywords: Telecommuting, Work-life balance, Apparel sector