



# **Impact of Work-Life balance on firm performance of SMEs**

With special reference to women Entrepreneurs in Western Province

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## **ABSTRACT**

In recent years, the challenge of balancing work and family has attracted significant scholarly attention (Burchell et al, 2002). Work-life balance practices adopted by many organizations for reducing work-life conflict among the workers in order to enhance organizational performance. Increased participation of women in the work force creates challenges for them to balance work and family obligations. There are issues among women owners in SMEs, such as organizational learning, business development and commitment of business with family life satisfaction. This study analyses Firm performance with work-life balance of women entrepreneurs in SMEs in Western province. The present study empirically evaluated four work-life balance dimensions (work to family conflict, family to work conflict, work to family facilitation and family to work facilitation) and their impact on firm performance in SMEs in Western province. The majority of studies in work-family research look at either work-family conflict, or more recently, at work-family facilitation/enrichment, but little research has been conducted on entrepreneurs' overall assessment of firm performance with work-family balance (). The main objectives of the study is identifying the relationship between work-life balance and the firm performance, identifying how each factors of work-life balance correlate with firm performance, and how each factor contributes to the firm performance. The sample consisted of 150 female entrepreneurs of SMEs in western province. Primary data were gathered through a Likert scale structured questionnaire among the female entrepreneurs of SMEs by using convenience sampling technique. The research findings revealed that there is a positive relationship between work-life balance and firm performance, there is a strong negative relationship between work-life conflict and firm performance. However, work-family facilitation positively influence the firm performance. In the light of the results, possible managerial implications are discussed and future research subjects are recommended. This study helps to maintain the work-life balance by reducing conflict and increasing facilitation of female entrepreneurs of SMEs to motivate them to their work. This research contributes to the growing literature on the female entrepreneur's work-life balance practices

**Key words: Firm performance, work-Life balance, Work-family conflict, Wok-family facilitation, SMEs**