



Impact of Work Family Conflict on Employees' Performance

(With Special Reference to blue collar Employees at Amazon Trading (Pvt) Ltd)

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ABSTRACT

Work interference to family problems and family interference to work problems have become a major concern in a private manufacturing organizations today. What might be the reason for the conflicts, it is directly impact on the performance of the employees. Thus it is worthwhile to study the impact of work family conflict in terms of employees' performance at Amazon Trading private limited. Since this Amazon is labor intensive organization their production and performance is highly depends on their employees. Hence this study explored the association between work family conflict and employees' performance with especial reference to blue collar employees at Amazon Trading private limited. The study was conducted using both primary and secondary data. The secondary data was collected from the reports of the organization and web sources while primary data was collected by self-developed questionnaire from twenty employees. The descriptive statistics, correlation coefficient and regression analysis techniques were used to analyze the data. The results revealed that there is a weak negative relationship between work family conflict and employee performance. Further it revealed that though family problems interfere to the work place or though work place problems interfere to the personal life employees' performance is affected adversely. Based on these empirical findings the study recommends the respective authorities at Amazon Trading (Pvt) Ltd to incorporate more work-life enrichment initiatives for the employee wellbeing activities in order to enhance the employees' performance.

Keywords: Work Family Conflict, Employees' performance, Manufacturing Organization, Amazon Trading Private Limited