

**THE IMPACT OF WORK-FAMILY CONFLICT ON WOMEN
CAREER DEVELOPMENT IN BANKING SECTOR: SPECIAL
REFERENCE TO SELECTED BANKS IN AMPARA**



By

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ABSTRACT

The aim of the present research study is to investigate the impact of work-family conflict on women's career development in the selected banks in Ampara. Work-family conflict consists of time, strain, and behavioral conflict. Where the work-family conflict is an independent variable and career development is a dependent variable. In accordance with the literature review and findings, there is literature regarding the relationships and impacts of work-family conflict on women's career development.

Based on a literature review, the conceptual model for this was established and tested by collecting data from 133 women bank employees of public and private banks in Ampara. The data was collected using a questionnaire method. This research has three objectives. So, univariate analysis (level) and bivariate analysis (correlation and regression) were used to achieve the objectives. The result shows that work-family conflict, consisting of time, strain, and behavior conflict, has a significant negative impact on women's career development.

As a result of this study, this understanding may be helpful for the bank assistants to take the necessary action to alleviate the work-family conflict and its negative consequences.

Keywords: Work-Family Conflict, Time Based Conflict, Strain Based Conflict, Behavior Based Conflict, Career Development.

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