

**THE CAREER ISSUES OF FEMALE EMPLOYEES OF AN
APPAREL COMPANY IN BATTICALOA**



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ABSTRACT

In the 21st century, the participation of the females at different workplace has been increased. Some of the key industries in many regions are mainly dependent on female workers, especially in apparel industries. Sri Lanka's apparel export industry is one of the most significant contributors to the economy. Sustainability of the apparel sector is vital for the country's economy. It plays a key role in employment creation, especially for females, thus empowering females who occupy this sector. However, female employees are facing different types of career issues in the apparel sector. Hence, this study aims to explore the career issues of female employees in apparel company in Batticaloa.

The qualitative study was conducted among fifty (50) female employees in apparel companies in Batticaloa area by using convenience sampling techniques and the inductive approach. Data was collected through semi-structured interviews and interview information were analyzed by using thematic content analysis.

The thematic content analysis received fifteen themes regarding the career issues of female employees in apparel companies. They are: lack of family support, family responsibility, social perception, work over load / work pressure, low salary payment, lack of expertise and experience, job insecurity, lack of flexible working environment, lack of co - workers support, changing production line for line balancing purpose, lack of supervisor support, inhuman treatment, shift work, organization policies and practices, and perception of priority.

The results of this study help to the management of the apparel company to manage female employees effectively and efficiency by reducing and eliminating identified career issues through this study. Moreover, it helps to the management of the apparel company to identify the factors which impact the absenteeism of the female employees in the apparel company.

Key Words: Career issues, Female employees, Apparel company

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