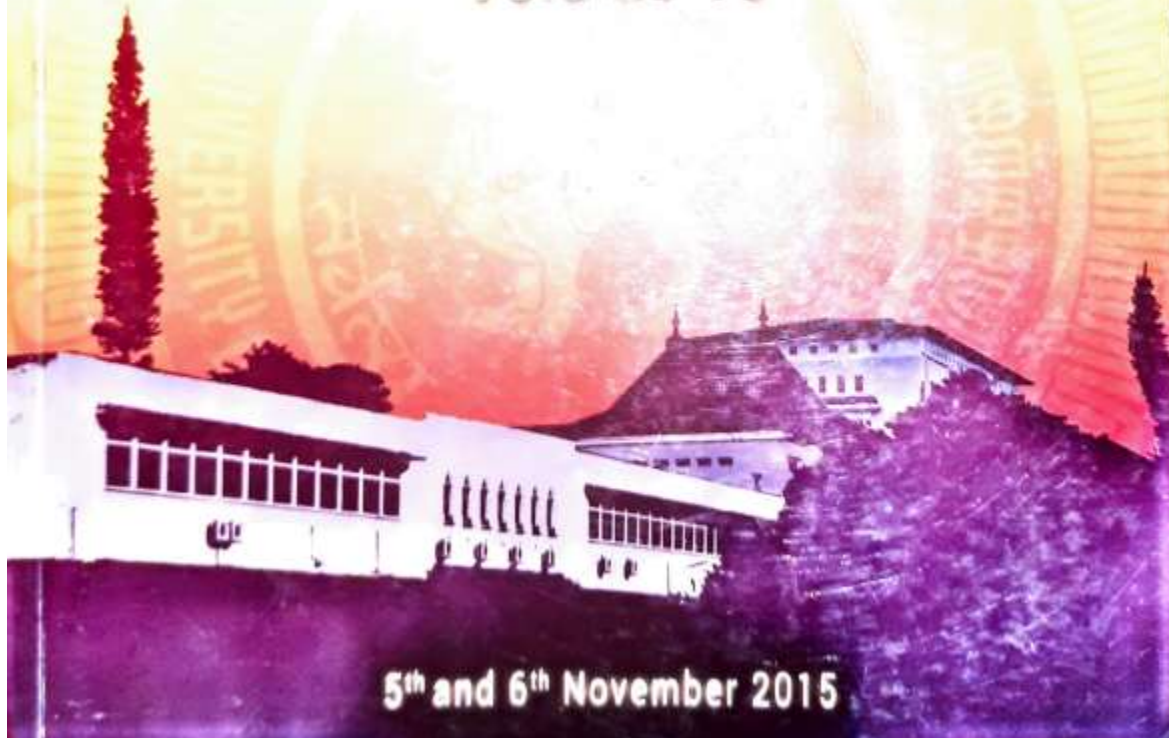




# PROCEEDINGS

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## **IDENTIFYING IMPACT OF WORK LIFE CONFLICT ON JOB SATISFACTION**

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Ceylon Electricity Board (CEB) is a body corporate for electricity undertaking in Sri Lanka. It conducts its massive duties to the Sri Lankan public through Generation, Transmission, Distribution and other services. One of the major problems that the results of pilot survey has revealed is that, among the CEB workforce many of non-executive staff in CEB-Sabaragamuwa are facing problem of work life conflict. At present the conflict between work and family has become a crisis for organizations. With the increase in dual family parents, more job demand and long working hours made it almost impossible to create a balance between work and family. This situation automatically reduces job satisfaction of the employees and then affects the productivity and profitability of the organization. The overall objective of this research was to analyze the factors related to work life conflict and its impact on job satisfaction at the CEB-Sabaragamuwa Provincial Office. The data were collected by distributing a questionnaire and the sample has comprised 120 non-executive employees. Pearson correlation test and Regression analysis were utilized as data analysis techniques. The results revealed that work life conflict impacts on reducing the job satisfaction. Further, family to work conflict could be identified as the most critical predictor. Ultimately work life conflict of non-executive staff employees of CEB negatively impact on their job satisfaction. The relationship between work life conflict and job satisfaction is inversely related to each other.