

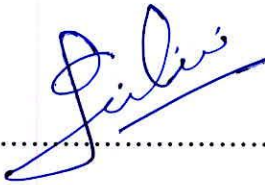
**The Impact of Demographic Characteristics, Work Family
Balance and Family Friendly Policies on
Job Satisfaction of Dual Career Couples
in
Sri Lankan Commercial Banking Industry**

**By
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(5266 FM 2009 104)**

**A research submitted to the University of Sri Jayewardenepura
in partial fulfillment of the requirements for the
Degree of Master of Business Administration**

DECLARATION BY THE STUDENT

“The work described in this research was carried out by me under the supervision of Mrs.M.G. Geetha Tharangani and a report on this has not been submitted in whole or in part to any university or any other institution for another Degree/ Diploma”.



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DECLARATION BY THE SUPERVISOR

“I certify that the above statement made by the candidate is true and that this research is suitable for submission to the University for the purpose of evaluation”.

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List of Abbreviations

HRM	Human Resource Management
GDP	Gross Domestic Product
GNP	Gross National Product
LCB	Licensed Commercial Banks
LSB	Licensed Specialized Banks
ATM	Automated Teller Machines
WLB	Work Life Balance
HR	Human Resources
SPSS	Statistical Package for Social Sciences
Peoples	Peoples Bank
BOC	Bank of Ceylon
NDB	National Development Bank PLC
Sampath	Sampath Bank PLC
HNB	Hatton National Bank PLC
Commercial	Commercial Bank of Ceylon PLC
EPS	Earnings Per Share
ANOVA	One Way Analysis of Variance

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ABSTRACT

Employment of Dual Career Couples is a growing trend in the working world where the traditional marital and family relationships have been changed. Meanwhile organizations are trying to gain competitive advantages by the help of the strategies like effective Human Resource Management practices. Having a satisfied work force is such a strategy to generate competitive advantages for competing successfully in this dynamic global market. This study on the impact of Demographic Characteristics, Work Family Balance and Family Friendly Policies on Job Satisfaction of Dual Career Couples in Sri Lankan Commercial Banking Industry attempts to identify whether the Dual Career Couples are satisfied on their job and what determines their degree of Job Satisfaction. The Banking Industry was selected due to its salient features which differentiate it from other industries.

There are 22 Commercial banks in the Country and the population of the study would be all the dual career couples in these 22 banks. Under the Purposive Sampling method, the 11 Domestic banks were taken in to consideration and only 6 banks were selected for the study based on the 'Earning per share' criterion. The study was limited to the

Western Province of the country. The total number of respondents was 125 and it amounted to 3% of the Dual Career population in these selected six banking organizations. The bank branches were selected on simple random sampling method and the respondents were selected purposively. For the purpose of collecting Primary Data, the questionnaire method was used. Industry publications and other relevant data sources were used as the secondary data sources.

Simple Percentage Analysis, Mean Value Analysis, Item Analysis, ANOVA and Correlation Analysis were used as the analytical techniques and hypotheses were tested to achieve the objectives of this study. The research results indicate that the Dual Career Couples are satisfied on their job. The highest job satisfaction was on 'Co – Workers' and the least was on 'Compensation' aspect. It is identified that Work Family Balance and Family Friendly Policies affect the Job Satisfaction of these employees who are in dual career relationships. It is revealed that the Demographic Characteristics do not have an impact on Job Satisfaction except 'Gender of the respondents', 'Designation of the Spouse' and 'Age of the Youngest Child'. Dual Career Couples have to experience both Benefits and Challenges relating to their employment.

Based on the findings, the study recommends that the team working concept can be implemented successfully in the banking organizations due to the favorable perception on "Co-Workers". Further, the dissatisfaction on Compensation has to be dealt with much care. Research findings encourage the management to have a macro approach on enhancing the Job Satisfaction of Dual Career Couples without concerning much on the Demographic Differences. Also it indicates the necessity of having a "Work-Family Culture" while encouraging Family Friendly Policies and Practices within the organization.