

Abstract

Although the direct effect of flex-work on work-life balance is well documented, previous theoretical explanations and empirical findings of the relationship has been inconsistent. Thereby, drawing on job border theory and human ecology theory, the purpose of the current study was to examine the effect of flex-work on work-life balance by exploring the mediating effect of role conflicts and the moderating effect of organizational culture. The study was quantitative while a cross-sectional survey design was chosen as the overall research design. Data was collected through a structured questionnaire. Convenience sampling technique was applied to select the sample, where the final sample consisted of 450 flex-workers from nine IT companies in Sri Lanka. Data was analyzed using Structural Equation Modelling (SEM) with the aid of AMOS.

It was found that flex-work is significantly related to role conflicts, which in turn has an impact on work-life balance. Further, role conflicts is found to be a partial mediator, and organizational culture (work-life support culture) to be a significant moderator. Finally, it is concluded that, though flex-work creates role conflicts which hinders the work-life balance, employees could achieve a better balance between work and the life in a work-life support organizational culture. The study made a major theoretical contribution by addressing the insufficiency of job border theory by supporting the argument that flex-workers are not border crossers, rather they have no borders, and conclude that the work-life support culture must be considered in explaining the effect on flex-work on work-life culture. It is suggested for managers and practitioners to establish such a culture before introducing flex-work to employees. Cross validation of the findings of this study be done in different industries and different cultures comparatively among a bigger sample in subsequent studies is recommended which will add more insights to the present study.