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Commitment and retention of employees are two salient issues faced by human resource managers in today's organization. For organizations, the high cost of recruitment, poor customer relationship and hidden cost of loss productivity have subsequently highlighted the importance of retaining committed employees as an aspect of survival in organization. In Western literature, work-life imbalance had been identified as one of the factors influencing an employee's commitment to organization. The workplace is changing in increasing magnitude, with an increasing number of women in the paid market and advancement of technology are among the factors that contribute to work-life imbalance among employees, and the same situation is taking place in Malaysia. Therefore, this study is interested to examine to what extent work-life imbalance, that is, work-family conflict (WFC) and family-work conflict (FWC) influence employee commitment towards organization in Malaysian context. This study extends past research by investigating both directions of conflict; i.e., work-family conflict (WFC) and family-work conflict (FWC) and three types of commitment; that is; continuance, affective and normative.

This study use a survey with sixty sets of questionnaires administered to employees in a private sector organization in Kuala Lumpur, Malaysia. The questionnaire consists of 18-items work-family and family-work conflict and 18-items on organizational commitment. Data was analyzed using SPSS version 17.0 and hypotheses were tested using Pearson Correlation and Multiple Regression.

The study found that; similar to previous findings, WFC was significantly higher than FWC. As hypothesized, WFC was negatively related with affective commitment, while FWC was negatively related with continuance commitment. In other words, high level of WFC leads to less emotional involvement and identification with organizational goals, while high FWC leads to decrease feeling to remain in the organization. Therefore, in order to increase organizational commitment of the employees, strategies should be developed to decrease work-family and family-work conflict faced by the employees.

Keywords: work-family conflict, family-work conflict, commitment