

Impact of Work from Home on Employee Productivity with moderating effect of Family Support with special reference to a leading Retail Sector Company in Sri Lanka.

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Organizations around the world are embracing flexible work arrangements at an increasing rate as the global landscape of work undergoes revolutionary shifts driven by unforeseeable occurrences like the COVID-19 epidemic and technology improvements. This study looks at how the work-from-home (WFH) paradigm affects worker productivity in the dynamic retail industry in Sri Lanka. Additionally, it investigates how family support influences the link between productivity and remote work in a moderating way. The research uses a deductive approach in conjunction with quantitative surveys to obtain in-depth information from managers and staff in Sri Lanka's leading retail sector company. This current research has used 315 of retail sector employees as the study population. A Google form was created and distributed to collect data. The number of employees who responded was 175. By presenting actual data on the effects of WFH in the particular context of Sri Lanka's retail industry, the study adds to the body of existing studies. Businesses in the retail industry in Sri Lanka may create strategies that improve remote work effectiveness, encourage employee contentment, and guarantee a healthy work-life balance by knowing how WFH, employee productivity, and family support interact. The findings of this research add to the growing body of knowledge about the dynamics of remote work in developing nations, shows the positive relationship between the impact of WFH concept and employee productivity and offer guidance to stakeholders who try to make sense of the changing retail work environment. The results provide insightful information for companies looking to maximize remote work agreements and raise worker output. The study also clarifies the significance of family support as a possible enabler or impediment to the success of projects using remote employment.

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