

# **The Effect of Telecommuting for the Performance of Marketing Job roles in Sri Lankan Life Insurance Industry**

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In Sri Lankan Life Insurance Industry, marketing job roles play major part for the business. From the starting point of twenty twenty most of the organizations used work from home for the business. Hence this study based on theoretical practical the main literary performance that shows were the all four dimensions not been examined in a study. To address accordingly for the literary performance and according to the significant relationship between people, technology and work environment this study has been examined the significant relationship. And the significant of the practical aspect shows that the industry can use telecommuting as a tool to increase the business. The findings are utilized to identify the significant relationship of employee performance and telecommuting. As this study was in qualitative in nature inductive method used and in-depth interviews has been used to gather primary data. Force Field Analysis has been used to analyze the data and developed hypothesized tested with corded interview transcripts. Snow Ball sampling method was the sampling method used to gather primary data. Through identifying the significant relationship researcher has shown the relationship between work location and peer relation is positive and a weak relationship and other dimensions were positively effect for employee performance in marketing job roles in life insurance industry Sri Lanka.

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