

**THE IMPACT OF REWARD MANAGEMENT, SUPERVISOR  
SUPPORT AND WORK LIFE BALANCE OF EMPLOYEE ON  
TURNOVER INTENTION: A STUDY BASED ON INSURANCE  
COMPANIES IN ANURADHAPURA AREA**



By;

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## ABSTRACT

This study main objective is how reward management, supervisor support and work life balance impact on employee intention to turnover based on Insurance companies in Anuradhapura area. This study was basically benefitting the higher management of the insurance company. The findings of this study will serve as a basis for these future researchers. With the use of the results of this study the management can be controlled the factors that affect to the employee turnover intention within the organization and outside of the organization. It helps to determine what are the real situations and problems that staff members and other workers faced while performing their jobs. The way the organization treats its employees affect their beliefs, feelings, attitudes, and behaviors. When employees are not treated fairly, they exist to their organizations.

This study reward management, supervisor support and work life balance are the independent variables, and the employee turnover intention is the dependent variable. In accordance with literature review and findings, there are literature and empirical knowledge gaps regarding the relationships and impacts of reward management, supervisor support and work life balance on employee turnover intention. This study was conducted to fill these gaps with five objectives among the field officers of the Insurance companies in Anuradhapura area. Based on literature review, the conceptual model of this was established and tested by collecting the data from 140 field officers of Insurance companies in Anuradhapura area. The sample was chosen through stratified random sampling technique and from each strata, sample random sampling was used to select the required number of respondents from each insurance companies for the sample. This study is quantitative and structured questionnaire was used to gather the relevant data and the data were analyzed using univariate analysis and bivariate analysis were used.

Results showed that reward management, supervisor support and work life balance have strong negative relationship with employee turnover intention. Also reward management, supervisor support and work life balance significantly impact on employee turnover intention. The findings of this study are useful in further enlarging and enriching applications of these concepts in practice.

**Key words:** *reward management, supervisor support, work life balance, employee turnover intention*

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