Attribution theorists have shown that in many instances people do not follow the simple logic of basic attributional principles. Indeed, there are a number of pitfalls in applying these principles and a number of biases that can sidetrack logic attribution. Some of these biases are due to our shortcomings in processing information and some of them come from motives that lead us to prefer to make a particular kind of attribution that may not be implied by the available information. Hence, attribution is subject to several forms of error including fundamental attribution error, the actor-observer affect, the self serving bias etc.

Whether the quality of life of women involved in the paid jobs who are facing juggling of time, energy and skills in portraying the multiple social roles, specifically work and family roles seems to be influenced by how they maintain balance between work and family, how they attribute the events in their lives, how their self-efficacy and self-esteem mediate – are the concerned issues of this investigation - to be probed into.

With this conceptual framework, we may now pass onto the next chapter dealing with review of literature, to have a glance of the status of empirical findings in this area of immense applied value, that is a byproduct of modernized technological advanced society.