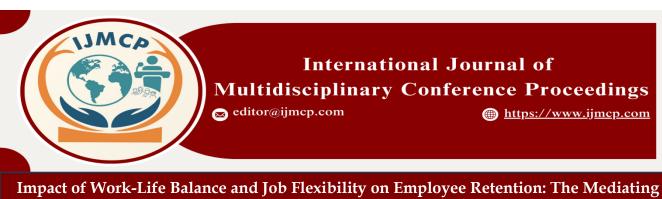
## Shahrukh Subhan Ahmad, Asad Ullah, & Zargham Abbas



**Role of Job Satisfaction and Moderating Effect of Work Stress** 

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## **KEYWORDS**

## ABSTRACT Work-Life Balance, Job The primary objective is to examine how work-life balance and job flexibility Flexibility, Employee influence employee retention. Additionally, the study explores the mediating Retention, Job Satisfaction, role of job satisfaction in the relationship between work-life balance, job Work Stress flexibility, and employee retention. Lastly, it assesses the moderating effect of **ARTICLE HISTORY** work stress on these relationships. This study employs a quantitative research Date of Submission: 22-11design, grounded in a positivist research philosophy. The research population 2024 consists of part-time student employees, with a sample size of 300 respondents Date of Acceptance: 27-11-2024 selected using convenience sampling. Data were collected through a structured Date of Publication:30-12survey questionnaire and analyzed using SPSS software to identify 2024 relationships and draw meaningful conclusions. The findings of the study **Conference** Organizer(s) reveal that work-life balance and job flexibility significantly impact employee Research Consultancy on retention. Moreover, job satisfaction is found to play a mediating role, Social & Management strengthening the positive effects of work-life balance and job flexibility on Development retention. Furthermore, the study identifies work stress as a moderating factor, & influencing the extent to which work-life balance and job flexibility contribute Thal University Bhakkar to employee retention. In conclusion, fostering work-life balance, offering flexible job arrangements, and addressing work stress are critical for improving job satisfaction. Corresponding Email Volume-Issue-Page 1(1) 44 Number Citation Ahmad, S. S., Ullah, A., & Abbas, Z. (2024). Impact of work-life balance and job flexibility on employee retention: The mediating role of job satisfaction and moderating effect of work stress. Proceedings of the 1st International Conference on Innovation and Sustainability in Management and Social Sciences, International Journal of Multidisciplinary Conference Proceedings, 1(1).