

The Influence of Work-Life Balance and Job Security on Employee Engagement: The Mediating Role of Job Satisfaction and the Moderating Effect of Employee Age

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KEYWORDS	ABSTRACT
Work-Life Balance, Job Security, Employee Engagement, Job Satisfaction, Employee Age ARTICLE HISTORY Date of Submission: 22-11- 2024 Date of Acceptance: 28-11- 2024 Date of Publication: 30-12- 2024 Conference Organizer(s) Research Consultancy on Social & Management	This study aims to explore the effect of work-life balance and job security on employee engagement. Additionally, the research examines the mediating role of job satisfaction in the relationships between work-life balance, job security, and employee engagement. Lastly, the moderating effect of employee age on these relationships is investigated. A quantitative research design was employed, guided by a positivist research philosophy. The study's population consisted of employees from a multinational company, and a sample size of 300 respondents was selected using a convenience sampling technique. Data were collected through a structured survey questionnaire. SPSS and PLS-SEM were used to analyze the data and test the proposed hypotheses. The findings of the study reveal that work-life balance significantly enhances employee engagement. Similarly, job security positively influences employee engagement. The mediating role of job satisfaction was found to be significant.
& Thal University Bhakkar	Furthermore, the moderating role of employee age showed a notable influence. This research underscores the importance of fostering a balanced and secure work environment and tailoring engagement strategies to accommodate the diverse age groups within the workforce.
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