Exploring the Influence of Gender and Generations on the Relationship between Work-life Balance and Engagement

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ABSTRACT

The concept of work-life balance has gained significant attention in recent years as organizations recognize the importance of creating a healthy and sustainable work environment for their employees. This study examines the relationship between work-life balance and employee engagement in the MENA region, explicitly emphasizing the moderating effects of gender and generations. The study employed a quantitative analysis approach, using surveys distributed to 508 full-time employees in various sectors across the MENA region. The results revealed a positive correlation between work-life balance and employee engagement, moderated by gender. However, the study did not find that generations moderated the relationship between work-life balance and employee engagement. As a result, the study recommends that organizations in the MENA region consider incorporating work-life balance practices and programs to enhance employee engagement and promote growth.

Keywords: Work-life balance, Age, Employee Engagement, Gender, Generations