

**"The Impact of Work-Life Balance Policies and Corporate Culture on Employee Engagement; Empirical Evidence from the Health Sector of Rawalpindi and Islamabad"**



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## **Abstract**

Work- life balance and employee engagement are regarded as factors that have a great potential to facilitate growth. The study aimed to establish the relationship between work-life balance and employee engagement in the health sector of Rawalpindi and Islamabad. Specifically the study was guided by the following objectives: to find out the work-life balance policies in the health sector, to determine the impact of work-life balance policies on employee engagement in the health sector, to determine the impact of corporate culture on employee engagement in the health sector and to propose future recommendations for practitioners to promote a culture that fosters work-life balance and employee engagement. The study adopted explanatory research design using quantitative approach. Data was collected from 209 employees working in the health sector in Rawalpindi and Islamabad using non-probability random sampling technique. The study found out that work-life balance policies and corporate culture contribute positively to employee engagement. Based on the research findings it can be concluded that work life balance is a positive significant predictor of employee engagement. The findings of the study suggested that work-life balance was a significant area an employer should pay attention to in order to create an environment in which the employees can become engaged. The study will contribute to the body of knowledge and organizations will gain practical insights into the determinants of engagement thereby enriching their knowledge in regards to how to increase work engagement. Future researchers may concentrate on the development of a common tool of measurement for work-life balance taking individual personality factors also into consideration.

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