

This study highlights the role of job crafting and work family conflict on job satisfaction of lecturers. Further, it analyses how sense of wellbeing acts as a mediator between job crafting, work family conflict and job satisfaction. Data was collected through a questionnaire based on adopted scales from a sample of 280 lecturers of private and public sector universities of Multan district, Pakistan. Exploratory factor analysis, confirmatory factor analysis, and multi-group moderation was conducted to provide statistical evidence for hypotheses. Job crafting and work family conflict were found significant in predicting job satisfaction.

This study is the only one of its kind and helps to demystify the level of job satisfaction of lecturers of public and private sector universities in developing country like Pakistan