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EVALUATION OF TRAINING EFFECTIVENESS BASED ON BEHAVIOUR

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ABSTRACT

Kirkpatrick's model consisting of four levels, i.e., reaction, learning, behavior and the result have been the basis for evaluating the training effectiveness. The objective of this study is to measure the effectiveness of the training programmes at the behavioral level and also to find out the difference of opinion and relationship among the variables of behaviour based on the demographic profile of the respondents. Data collected from 267 respondents from a population of 2645 participants attended training programmes from six selected public sector undertakings. Descriptive statistics were applied by using SPSS statistics version 20 software for data analysis. As a result of the analysis, it was found that the training programmes are effective at behaviour level. Achieving training effectiveness is a combined responsibility of participants, the sponsoring organization and also the training institute. The sponsoring organization must ensure that suitable candidates are nominated for training programmes.

KEYWORDS: Training, Behavior, Training Effectiveness, Application, Implementation, Training Evaluation, Employee Training