

Factors Affecting the Effectiveness of Training Provided to Merchandisers of Garment Industry in Sri Lanka

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Abstract

This study attempted to identify the factors that influence training effectiveness of merchandisers of garment industry. Two hundred and eight (208) merchandisers from seven leading garment manufacturing organizations were involved in the study. Questionnaires were distributed among merchandisers and interviews were conducted among both merchandising managers and HR managers. The findings suggest that the availability of a continuous learning culture in the organization, self-efficacy of trainees and supervisor support influence training effectiveness. The implication of the study for managers is that they need to focus on creating and sustaining a continuous learning culture in their organizations, and provide the required support for employees in the acquisition and application of skills and knowledge in order to improve training effectiveness.

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