P R E F A C E

Training is specially designed to enhance the competence of employees in dealing with the variety of organizational functions. Training is a process, a means through which the goals of corporate world can be achieved. Investment in training has considered as an asset for organizational development or we can say that training is indispensable for effective organization development. Therefore, credibility of any training program, lies in its utility and relevance to the needs of the employees or their organization at large.

The major concern of any organizational context is positive training transfer which has proven to be a formidable challenge. In fact, there is a broadly renowned ‘transfer problem’ whereby researchers as well as practitioners consistently conclude that the investments on training is low and organizational investments in training are frequently wasted due to poor training transfer. This is of particular concern in today’s rapidly changing business climate where organizational success mainly depends on the speed with which people can learn and apply new skills and knowledge.

Certainly, questions regarding training transfer are not new and, actually, were amongst the very initial issues regarded by early psychologists. Yet, regardless of a long research found in literature in the field of training transfer, the study has remained fragmented and characterized by a variety of ‘mixed’ findings. It is precisely to find this out that we embarked of this research study to ascertain whether such training programs facilities resulted in the acquisition of knowledge, skills and attitudes. The main facet of the research is to focus on the factors which are facilitators or abstractions in the process of training transfer.

In life insurance segment selling is conceptual selling in form of products and therefore training transfer is the most important concern for life insurance field. Very rare research is available in literature in the area of life insurance and training transfer. This has attracted the researcher to investigate what are those factors that actually influence the process of training transfer.

This study basically explored the role of work context, training design and individual factors in the process of training transfer in Indian life insurance companies. Further, the role of transfer motivation as mediating factor in training transfer process is investigated. For all this
factors the sub factors as peer support, supervisor support, opportunity to use and performance coaching as work context factors, transfer design as training transfer factor, performance self efficacy, openness to change and learner readiness as individuals factors, have taken into consideration for this research. Performance self efficacy is found to be the most influential factor that affect training transfer. Transfer motivation shows the full, partial and no mediation with different sub factors. The researcher has taken an Indian sample of 1741 respondents having age group more than 18 years. The data was collected through survey and personal interview. Considering this, the present research work would be a humble contribution to the field of training transfer, specifically in the field of life insurance sector.

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