

EVALUATION OF TRAINING EFFECTIVENESS BASED ON REACTION – A CASE STUDY

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ABSTRACT

Historically, since the middle of the previous century, Kirkpatrick's four level model consisting of reaction, learning, job behavior and the result has been the basis for evaluating the training effectiveness. The objective of the paper is to measure the effectiveness of the training programs at reaction level, and also to find out the difference of opinion and relationship among the variables of reaction (training management process, materials and course structure and satisfaction towards trainer) based on the demographic profile of the respondents. Data collected from 267 respondents from a population of 2645 participants attended training programs from six selected public sector undertakings. Descriptive statistics were applied by using SPSS statistics version 20 software for analysis. As a result of the analysis, it was found that the training institute needs to upgrade its machinery and equipment for imparting practical training, improve the quality of course materials and also to improve the competency of the faculty. 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 programs.

KEYWORDS: Training, Reaction, Training Effectiveness, Training Management Process, Materials and Course Structure, Satisfaction towards Trainer