



**EFFECTIVENESS OF TRAINING TRANSFER:
INDIVIDUAL FACTORS**

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ABSTRACT

Organization invest heavily in training and developing their employees (Noe, 2002). However, there is still organization who did not regard training as something important. There is also a slight downturn in the number of company who participate in training over the few years. Hence they did not send their employees to a training since only small percentage of their investment turns fruitful (Mackay, 2007) Hence, the purpose of this study is to study more about the effectiveness of training transfer and the benefits organization can enjoy from it. For the approach and methodology, a conceptual model based on previous findings is tested. The sample included 108 trainees that attended training conducted by Asia IKnowledge Sdn Bhd a specialized training provider in Malaysia. The findings suggested that motivation, readiness to learn and perceived knowledge were found to be positively and significantly related to effectiveness of training transfer. Limitation exist but did not stop researcher from doing research such as cooperation from the both company and respondents. Hypothesis and Objective are both accepted and achieved in this study. Recommendation for future improvements and conclusion are also discussed in this study.

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