

Empowering the Digital Workforce: Evaluating Training Effectiveness at Meragi Events E- Commerce Pvt. Ltd

Dr. Brijmohan Vyas

Assistant Professor
Department of Management Studies (MBA)
Basaveshwar Engineering College, Bagalkot
Karnataka state, India

Miss. Swati Gasti

Department of Management Studies (MBA)
Basaveshwar Engineering College, Bagalkot
Karnataka state, India

Abstract

The study on the effectiveness of the training program at Meragi Events E-Commerce Pvt. Ltd. Using a descriptive research approach, 117 employees in Bengaluru provided primary data through the use of structured questionnaires, and secondary information was acquired from research publications and journals. Random sampling was the method employed, and SPSS and MS Excel were utilised to analyse the data, with regression analysis serving as the primary statistical tool. The results showed that the workforce was mostly between the ages of 20 and 30, with a small female predominance. The majority of the workforce was employed as project managers, event planners, client servicing managers, and content writers. Although many respondents had neutral impressions, pointing to areas for improvement, most respondents agreed that the trainer was knowledgeable about the subject, that the content was relevant, and that the training materials were beneficial. Employees' opinions on time management and session pacing were divided; they preferred shorter, modular sessions. Although assessments were thought to be reasonable, they required more precise feedback systems and a stronger connection to real-world applications. With regression analysis establishing a association that is statistically significant between training efficacy and all important criteria, the training program was shown to possess a considerable positive impact on employee skills, confidence, performance, and work satisfaction overall. The study recommends the following strategies to further improve effectiveness: enhancing trainers' subject expertise through industry exposure and train-the-trainer programs; tailoring content to role-specific requirements; redesigning materials to be aesthetically pleasing and easily accessible; maximising session duration and scheduling; and offering prompt, helpful feedback through useful evaluation tools. These enhancements will guarantee greater alignment with organisational objectives and staff development in addition to raising the training program's relevance and engagement.

Keywords: Training Effectiveness, Employee Training, Training Program Evaluation, Skill Development , Employee Performance, E-commerce Industry.

Date of Submission: 01-11-2025

Date of acceptance: 09-11-2025

1.INTRODUCTION ABOUT ORGANIZATION

Meragi Events is a well-known brand in the Indian event management industry, having revolutionised the preparation and implementation of social events and weddings. Meragi, a tech-enabled platform that links clients with carefully chosen event providers, was founded with the goal of bringing transparency, efficiency, and creativity to the historically unorganised events industry. The company provides end-to-end solutions that include venue selection, décor, photography, entertainment, cosmetics, and more. It specialises in weddings and other private gatherings.

Meragi, an Indian company, uses technology to make event planning easier for its customers. Customers can browse services, compare packages, check portfolios, and make reservations via its web platform since it provides a digital-first experience. This method guarantees consistency, quality, and cost-effectiveness in the services provided. Moreover, empowering clients to make educated decisions. Meragi works with a big network of reliable suppliers, which allows them to oversee numerous events in different places while upholding high standards. Its distinctive fusion of design know-how, technology, and customer-focused service makes it a major

force behind the continuous development and professionalisation of India's event industry.

1.1 STRUCTURE OF THE ORGANIZATION

1. Corporate Events:

They play a major role in the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry and are frequently managed by seasoned event agencies.

2. Social and Personal Events:

Weddings, birthday parties, anniversaries, and private celebrations are the main events included in this category. An estimated ₹3.5 lakh crore is spent on weddings in India alone, and event management firms are essential to vendor coordination, logistics, and décor.

3. Cultural and Entertainment Events:

This category covers events involving celebrities, fashion displays, film festivals, and concerts. Large-scale production, stage design, crowd control, and media management are frequently needed for these.

KEY INDUSTRY DRIVERS

- More money spent by businesses on employee engagement and branding
- Pervasive usage of influencer marketing and social media
- Easy access to locations, travel choices, and upscale amenities
- An increase in the necessity of qualified coordinators, planners, and vendors
- The emergence of tier-2 and tier-3 cities as centres for events

ROLE OF TECHNOLOGY AND INNOVATION

The event sector is undergoing significant change due in large part to technology. The digital transformation is opening up new channels for consumer interaction and operational effectiveness, from virtual reality experiences and online ticketing to live streaming and data analytics. Better budget management, real-time feedback, vendor collaboration, and customised event curating are all made possible by IT platforms. Meragi, for instance, represents this new wave of tech-enabled service providers. It offers curated wedding services via a digital platform that connects customers with verified vendors, ensuring transparency and convenience in a traditionally fragmented market.

1.2 KEY PLAYERS IN THE INDIAN EVENT INDUSTRY

The Indian event management space includes a mix of large agencies, boutique firms, and tech-based startups. Some notable players include:

Percept Limited – Known for Sunburn Festival and major corporate events.

- Cineyug – Specializes in Bollywood-related shows and award functions.
- DNA Entertainment – Involved in sports events and live entertainment.
- Meragi Events – A rising player focusing on weddings and personal events through a technology-driven platform.
- ShaadiSaga, WedMeGood, Weddingz.in – Competing digital platforms offering wedding-related services.
- Each of these players caters to different niches, allowing clients to choose based on scale, budget, and location.

1.3 EMPLOYMENT AND SKILL DEVELOPMENT

- Event planning and coordination
- Set and stage design
- Hospitality and catering
- Logistics and transport
- Photography and videography

There is a growing need for professionals with expertise in digital media, data analytics, sustainability practices, and customer relationship management. Institutes like the National Academy of Event Management & Development (NAEMD) and other hospitality colleges now offer specialized courses in event management, reflecting the sector's professionalization.

1.4 REGULATORY AND POLICY ASPECTS

The event industry is still largely unregulated, with most players operating independently. However, for large public events or international concerts, permissions must be obtained from municipal authorities, police, fire departments, and entertainment tax bodies. Event organizers must also adhere to sound regulations, food safety standards, and GST compliance. There is increasing advocacy for the formalization of the industry to

protect worker rights, improve tax collection, and ensure safety and quality standards.

1.5 FUTURE OUTLOOK

Future of the event industry in India looks promising. With greater digital integration, increased consumer spending, and growing demand for personalized experiences, the sector is poised for significant expansion. Some future trends include:

- Growth of hybrid events combining virtual and in-person experiences
- Greater focus on sustainable and eco-friendly event practices
- Rise in regional language and local cultural events
- AI-powered planning tools and chatbots for customer service
- Blockchain-based ticketing and vendor payments

1.6 DEPARTMENTS

1. Event Planning and Coordination Department

This is the heart of Meragi's operations. The event planning and coordination team is responsible for understanding the client's requirements and converting them into a detailed plan that ensures the event runs smoothly. From the first client consultation to the post-event feedback, this team coordinates logistics, timelines, and resources. They schedule site visits, negotiate with vendors, manage timelines, and ensure that every element is executed according to plan. This department also handles crisis management during events and ensures client satisfaction at every step.

2. Design and décor department

Meragi is especially renowned for its visual styling and wedding décor. The creative elements of an event, such as theme development, stage setup, floral arrangements, lighting, and seating arrangements, are managed by the design and décor department. These designers collaborate closely with customers to customise each event's appearance and atmosphere.

3. Vendor Management Department

Meragi collaborates with a wide range of outside suppliers, such as caterers, photographers, cosmetic artists, performers, lighting and sound specialists, and flowers. These partners must be found, onboarded, and managed by the vendor management department. This group manages any last-minute problems, arranges schedules, negotiates service contracts, and guarantees vendor quality. It also confirms that the suppliers fulfil their contractual duties and the company's service requirements.

4. Customer Support and Sales Department

Meragi is a client-facing business, so customer experience is very important to them. The sales and customer service division responds to questions, provides service descriptions, quotes, and follow-ups. As the initial point of contact, sales executives frequently assist clients in choosing services and personalising packages. Customer service, meanwhile, makes sure that there is easy contact both during and after the planning process, addressing problems in a timely and efficient manner.

5. Marketing and Communications Department

This division is in charge of creating leads, interacting with customers via media, and advancing Meragi's brand. The marketing team oversees influencer relationships, SEO tactics, digital ad campaigns (Facebook, Instagram, Google, etc.), and social media platforms. Additionally, it creates original content including graphic portfolios, blogs, movies, and client endorsements.

6. Finance and Legal Department

Budgeting, expense monitoring, vendor payments, financial forecasting, and reporting are all under the control of the finance department. It guarantees that every event is carried out within the predetermined budget. This team also supports pricing plans, handles taxes, including GST, and keeps an eye on profit margins. Contracts with customers and suppliers are guaranteed to be in accordance with corporate policy and legal requirements by the legal subdivision.

1.7 OVERVIEW OF HR DEPARTMENT

At Meragi Events E-Commerce Pvt. Ltd., Human Resources (HR) division is essential to the management of the business's most precious resource: its employees. A diversified and dynamic workforce, comprising planners, designers, coordinators, sales executives, customer service representatives, and backend technical teams, is essential to Meragi's success as a rapidly expanding, service-driven business in the event

management sector. To supply top-notch services and uphold operational excellence, the HR division makes sure the business draws in, keeps, and develops personnel.

1.8 KEY ROLES AND RESPONSIBILITIES

1. Hiring and Recruiting Talent

Finding and hiring the best personnel is one of HR team's main responsibilities. Professionals with experience in technical, managerial, customer service, and creative areas are needed by Meragi. The HR department creates job specifications, advertises openings on social media and employment sites, reviews applications, holds interviews, and makes recruiting decisions. Additionally, they organise internships and campus recruitments, particularly from institutions of design, hospitality, or event management.

2. Onboarding and Induction

The human resources division makes certain that the new hires' onboarding procedure goes well. Introducing new hires to the organization's principles, structure, culture, and operating procedures is part of this. Internal tools, project procedures, and customer engagement protocols are taught to new staff. A well-designed induction program facilitates a quicker and more efficient integration and performance of new hires.

3. Training and Development

Importance of upskilling in the ever-changing field of event management. To improve staff members' abilities in project management, communication, negotiation, customer service, and technology tools like CRM platforms and event planning software, the HR department regularly arranges training courses. Workshops on trends and vendor collaboration are encouraged for the creative and design teams.

4. Performance Management

The HR department of Meragi oversees the management of performance evaluation procedures, which include identifying high performers, conducting mid-year and annual reviews, and establishing Key Performance Indicators (KPIs). In order to evaluate departmental and individual performance, they also monitor customer feedback, team contributions, and productivity. This data-driven strategy guarantees that staff members consistently receive praise and helpful criticism.

5. Employee Engagement and Culture Building

In a high-stress, event-focused workplace, sustaining strong morale and employee satisfaction is essential. To make the workplace welcoming and inspiring, the HR department plans health initiatives, team-building exercises, parties, and feedback sessions. Additionally, they foster an open atmosphere that values staff opinions, which encourages loyalty and long-term retention.

1.9 TYPES OF TRAINING

1. Induction and Orientation Training

New hires receive an orientation that covers the company's history, core offerings, and guiding principles. For instance, it might highlight Meragi's commitment to offering top-notch event planning services, especially in the wedding industry.

2. Functional or Job-Specific Training

The goal of this kind of training is to give staff members the specialised abilities and information required to succeed in their different positions. The goal is to offer specialised training that is closely pertaining to the workers regular responsibilities and duties.

3. Soft Skills and Communication Training Goal:

In the event management sector, where successful customer service and interpersonal relationships are critical, soft skills are vital. The goal of this training is to assist employees become more skilled communicators, relationship managers, and team players.

4. Technical Training :

Technical competence is essential in a setting as technologically advanced as Meragi's. Employee proficiency with digital platforms, event management software, and other technical tools is guaranteed by this training.

Content:

- **CRM (Customer Relationship Management) tools:** Staff members receive training on how to use CRM systems to keep track of customer communications, track client interactions, and monitor progress—all of which aid in providing individualized services.
- **Event tracking software:** To keep track of assignments, deadlines, and vendor collaboration, event planners may utilise proprietary software, Trello, or Asana.

1.10 TRAINING MODELS

1. Project Management Training

Standard Operating Procedure (SOP) documentation and daily or weekly job lists are given to interns. Clear duties are ensured by this systematic process, which additionally facilitates efficient coordination with internal teams,

vendors, and event locations.

2. Sales Training & Enablement

Meragi provides training courses with an emphasis on venue recommendations and budget consultations for positions such as Category Manager (Wedding Venues). In order for the sales team to give customers accurate and knowledgeable guidance, these seminars are designed to give them a thorough understanding of the venue catalogue.

3. Business Research and Analytics

Interns in business research analyse data to comprehend market environments and create plans to increase profits. This practical experience develops strategic planning and analytical thinking abilities.

4. Logistics and Operations Training

In this field, interns receive training on how to keep accurate data sheets, handle vendor relationships, and guarantee open lines of communication. It is stressed that supervisors should get regular reports in order to monitor progress and quickly resolve issues.

II. LITERATURE REVIEW

1. Suresh Kumar. C, Maanchi R Agarwal and Rajeswara Rao. KVS. (2014). Analysis of Effectiveness of Employees' Training in an Automotive Component Manufacturing Organization: The evaluation of the efficacy of employee training in an automotive component manufacturing organization focuses on how well training programs impact performance of employees and organizational success. Good training enables staff members to the technical skills and knowledge necessary to operate machinery, follow safety protocols, and meet quality standards. In such organizations, training also promotes familiarity with production processes, leading to reduced errors, increased efficiency, and higher product quality. Frequent training guarantees that staff stay updated with the most recent manufacturing technologies and industry standards, enhancing their job competence. encourages familiarity with production procedures in these kinds of organisations, which lowers errors, boosts productivity, and improves product quality. Frequent training improves workers' job competency by keeping them abreast of industry norms and the newest industrial technologies. Furthermore, worker safety is enhanced by well-designed training programs, which lower downtime and accident rates. According to the report, companies with extensive training programs see increases in employee engagement and retention because their staff members feel appreciated and have the chance to develop in their positions.

2. Samundeeswari, Vijaya (2013). Education and training effectiveness in Indian industries: The efficacy of training and development in Indian sectors has greatly increased over time as companies realise the benefits of investing in their workforce. Training programs are progressively being created to enhance technical capabilities, leadership, and soft skills in order to guarantee that employees maintain their competitiveness in the quickly changing global market. Training is now more efficient and accessible because to the growth of digital tools and e-learning, particularly for large organisations. Training initiatives have increased employee satisfaction, productivity, and innovation in industries like manufacturing, retail, and information technology. Indian businesses also place a strong emphasis on skill development to improve employability by bridging the knowledge gap between academia and industry demands. Programs for management and leadership development has been effective in creating a competent managerial staff that can tackle challenging corporate issues. There are still issues, though, such making sure training curricula are updated frequently to reflect market demands and determining how they directly affect company success. Notwithstanding these obstacles, training and development in India is becoming more and more successful overall, making a substantial contribution to both organisational success and personnel advancement.

3. Kane (2013): If the training and development function is to be effective in the future, it must go beyond its obsession with traditional roles and procedures. He lists the several strategic methods to training and development that the business could apply and suggests that the choice be made following an analysis of the organization's needs, management and staff attitudes and beliefs, and the resources at hand. If the training and development function is to be effective Eventually, it must depart from its customary focus on roles and techniques. The workplace is rapidly evolving due to new technologies, shifting organisational structures, and shifting employee expectations. Therefore, training programs need to be more flexible, adaptive, and forward-thinking, with a focus on developing not just technical abilities but also creativity, critical thinking, and emotional intelligence. Future training must address the dynamic nature of work contexts, including international collaboration, cross-functional teams, and remote work. Continuous education should also be given top importance so that employees can stay adaptable and shift with the industry. It's critical to view training and development as a strategic role that complements overall business goals and fosters organisational growth, innovation, and sustainability. This shift requires HR professionals to take on more strategic duties and work with leadership to identify emerging trends and competencies.

4. VIMALA SANJEEV KUMAR 2011 study on the efficacy of training and development initiatives: Understanding the barriers and factors affecting training effectiveness within HR processes is the primary objective of the academic foundations of employee training. Numerous factors, such as organisational culture, employee motivation, and managerial support, have been examined by researchers in relation to the efficacy of training programs. To ensure that training promotes both organisational goals and employee development, these components are necessary. In order to improve hiring, performance reviews, and staff retention, the study examines how HR practices might be enhanced through training. The researcher used these findings to understand the main factors influencing training in human resources for development (HRD). This approach facilitates the creation of tailored training programs that address the particular needs of the business and its employees. Optimising training's impact on both individuals
5. Raymond (2011) The author discovered that the capacity required to understand program content has been the main focus of characteristics on training effectiveness: The influence of motivational and contextual elements on training effectiveness has often been overlooked in traditional research. However, a greater understanding of these elements is necessary to improve training outcomes. Important situational and motivational elements from organisational behaviour theory are included in this study to produce a comprehensive model. The method emphasises how a trainee's motivation, attitudes, and sense of self-efficacy may have a major impact on their degree of engagement and understanding during training. It also considers outside factors like company culture, supervisor support, and resource availability that could either improve or detract from training effectiveness. By recognising these effects, organisations may create more customised and supportive training environments that support both individual and organisational goals. Better outcomes can be achieved by improving motivation and fostering a positive training environment, based on the method. Training must ultimately be designed with both exterior and internal elements in mind for the purpose of maximise learning and performance gains.
6. Kauffeld and Lehmann-Willenbrock (2010) examined how spaced practice affected training transfer in sales training. Journal of European Industrial Training: The study "Sales Training: Effects of Spaced Practice on Training Transfer," which was published in the Journal of European Industrial Training, looks at how spaced practice affects the effectiveness of sales training. Spaced practice divides learning periods over time rather than cramming all the information into one sitting. The study found that spaced practice enhances the memory of training-related skills and their transferability to real-world sales scenarios. Employees that are more adept at absorbing and applying information perform better. Salespeople who underwent spaced practice training showed improved long-term memory and the capacity to adapt training concepts to various customer situations. This method prevents information overload by ensuring that abilities are not just acquired but also consistently reinforced. The study found that including spaced practice into sales training programs enhances taught behaviours' transferability, boosts skill retention, and improves sales performance—all of which are beneficial to the individual and the organisation.
7. Schicht-Steven (2009) An examination of the degree of employee satisfaction with the training initiatives implemented in specific IT sectors: Organisations should design their educational initiatives to fulfil each person's needs of each employee in order to guarantee justice and equity in the process of delivering training. Workers ought to believe that they have equitable access to advancement opportunities and that their unique skills and career aspirations are appreciated. Employee happiness and participation in training programs depend on the perception of fairness. This study's primary goal is to determine how content employees in the IT sector are with the training they receive. It examines whether employees believe the training meets their needs, enhances their skills, and helps them progress in their professions. The study looks at program content, delivery methods, and outcomes in an effort to assess the effectiveness of training initiatives for the IT sector. High levels of contentment are frequently linked to improved performance, retention, and engagement of employees. Thus, evaluating employee happiness is crucial to enhancing training strategies and achieving long-term organisational success.
8. Adeniyi (2009) The author claims that staff development and training is one activity that can have a big impact on an organization's overall effectiveness and profitability: Training and staff development are essential for improving an organization's overall performance and profitability. By investing in employee development, businesses can guarantee that their workforce has the abilities and know-how required to execute at a high level. Due to their increased efficiency, less likely to make mistakes, and better equipped to handle challenges, workers who receive the right training are more productive. Furthermore, training fosters employee engagement and job satisfaction, both of which directly affect retention rates and reduce turnover costs. Opportunities for ongoing development also foster innovation since they push staff members to think critically

and imaginatively. Additionally, training fosters a more focused and cohesive workforce by assisting in coordinating individual performance with organisational objectives. Employees can grow in their professions with the correct development programs, which will make the team more devoted and driven. Better performance, better-quality goods and services, and eventually more profitability for the company are the outcomes. A wise investment that benefits the company and its employees in the long run is effective staff training.

9. Bates, Burnett, Carvalho, Holton III, and Seyler (2008) The researcher found that training is a helpful tool that businesses utilise to improve the behaviour, knowledge, and abilities of their employees in the dynamic corporate world: In the dynamic corporate world, employees must be capable of swiftly adapt to changing circumstances and stay ahead of industry trends. Employers are using training more and more as a vital tool to assist workers in honing their abilities, knowledge, and behaviour in order for them to remain competitive and productive in their roles. When market demands and technology. Break throughs change, employees can receive training to improve their existing abilities and acquire new ones. Additionally, it assists staff members in cultivating the proper mindset, which promotes flexibility and fortitude in the face of change. Additionally, training can fill in knowledge gaps, improve skill deficiencies, and keep staff members up to date on industry best practices. Employers may guarantee that their employees stay motivated, engaged, and prepared to take on new challenges by making frequent training investments. By matching staff strengths with corporate goals, it also promotes organisational growth. Additionally, training increases job happiness, productivity, and employee confidence, all of which improve retention rates. In the end, training equips workers to prosper in a fast- paced corporate setting.

10. A 2007 study by CASE and BANAHAN on training and development procedures in IT firms: As organisations become more aware of the shortcomings of conventional training paradigms, training and development requirements are changing. The traditional method frequently has trouble choosing employees, defining its goals, and adjusting to the ever- changing workplace. Large organisations need more flexible and adaptive training methods, according to experience. The focus is now on customised solutions that complement corporate and individual goals rather than relying on one-size-fits-all tactics. A flexible approach is necessary to manage ambiguities and ensure that training remains applicable in dynamic work situations. Companies are encouraged to look into creative methods that are flexible to the ever-changing demands of the workplace. This change is necessary to enable continuous improvement, improve employee performance, and keep up with market trends. Recognising these issues is the initial phase of developing training programs that are more adaptable and efficient.

11. A 2007 study by Chatterjee S.R. on the efficacy of training and development initiatives: According to this report, training and development is still a novel way for India to advance the skills and careers of its workforce. From an economic perspective, India has seen a significant increase in inputs like employment and manpower, but it lacks the specialised knowledge needed to advance further. Evaluating how well training and development initiatives improve worker performance and advance organizational objectives is the main objective of a research on the subject. The study looks at a number of variables that affect training results, including program design, delivery strategies, and how well the content relates to the jobs of the employees. Additionally, it assesses how well new skills are applied in the workplace, the degree of employee involvement, and the learning environment. Overall productivity, employee happiness, and performance gains are indicators of how effective training is. It also looks at how training initiatives affect professional advancement, motivation, and retention. In order to make sure that long-term success outweighs the expenses, important components like feedback, follow-up support, and ongoing development are essential. Organisations may enhance their approach and Create development initiatives that are more successful by identifying the advantages and disadvantages of training initiatives. The goal is to develop applications that aren't only efficient but also fulfil the requirements of the business and its employees.

12. Bowley, C. and Choo, S. (2007), Using education and training to influence franchisees' job satisfaction: Enhancing job satisfaction in franchising is mostly dependent on training and development. By giving workers the chance to advance their careers, franchises can increase their sense of accomplished and secure in their positions. Frequent training guarantees that employees members feel equipped to handle their responsibilities, which reduces stress and boosts morale. Professional and personal development Additionally, programs offer chances for career advancement, which boosts employee retention. Additionally, when employees think their franchise is interested As people advance in their careers, they are more likely to feel appreciated and committed to the business. Effective training facilitates clear communication, consistent service, and job stability, all of which increase employee satisfaction. Additionally, Workers are more involved when development programs align with their individual passions, which raises productivity and job happiness.

13. NOE, Raymond A. (2005). The traditional and expanding roles of Organisational training and development are reflected in studies on the subject: To help match employee growth with an organization's overarching business objectives, strategic training is essential. It focusses on creating training curricula that support the organization's strategic goals while simultaneously improving employee competencies. Learning theories and frameworks serve as a guide for the creation of these initiatives, guaranteeing that they cover all facets of learning, from knowledge acquisition to behaviour modification. The training design also considers the characteristics of the learning environment, such as practicality, engagement, and interactivity. For training to be effective, it is helpful to have clear objectives, appropriate delivery techniques, and active learning tactics. The success of training depends on regular evaluations of its effectiveness. This entails evaluating gains in employee performance, figuring out cost- effectiveness, and computing ROI. Assessing training initiatives aids in determining whether the intended performance results and business objectives have been fulfilled. Strategic training guarantees that every training program is in line with organisational requirements and produces measurable outcomes in this way.

14. A study by ASWATHAPPA K. (2000) Enhancing employees' abilities, knowledge, and skills to perform certain duties is known as "training." Training facilitates the acquisition of new abilities and the modernisation of existing ones. "Those who are hired successfully require training to carry out their responsibilities efficiently." Training is crucial for both enhancing existing skills and promoting the development of new ones in order to satisfy shifting employment demands. It helps employees enhance their current skill set, ensuring their continuous relevance in a rapidly evolving workplace. Training is essential to equipping new hires having the expertise and abilities they need to perform their positions effectively. Before being assigned to new positions, successful candidates often require planned training to understand work obligations, organisational procedures, and tools. This guarantees their capacity to quickly adjust and have a big impact contribution. Additionally, well-designed training lowers the learning curve, increases confidence, and enhances performance. In the end, ongoing training keeps workers competent and productive, which promotes both personal development and organisational success.

15. ARMSTRONG (2000) 17. The methodical development of the skills, dispositions, and knowledge required for a person to do a particular task or career is the subject of training research: A training study focusses on the systematic process of enhancing an individual's skills, knowledge, and dispositions necessary to do a particular task or job effectively. Training is to close the distance between current capabilities and job requirements so that employees can meet performance standards. It is a systematic approach that comprises identifying training needs, developing relevant curriculum, and delivering material in a manner consistent with the job requirements. Knowledge development helps workers comprehend the theoretical or technical aspects of their jobs, whereas skill development focusses on practical abilities. Attitude training helps shape the right mindset, enhances work ethics, and encourages motivation. The study emphasises the significance of tailored training to specific activities and issues for the purpose of guarantee that employees not just do well, but also thrive in their roles. To determine whether training is effective and whether the intended enhancements in performance are realised evaluation of training outcomes is crucial. Training ultimately makes certain that workers are ready to meet job requirements and contribute to the accomplishment of the company.

16. The study by Holli and Calabrese (1998) defined evaluation as comparing an observed value or quality to a benchmark or comparison criteria: In order to help organizations make well-informed decisions about improvements, evaluation is the process of determining the efficacy and quality of goals, products, and initiatives. Evaluation in the context of training and development is assessing how successfully training initiatives accomplish goals and support staff retention and motivation. Research on training and development emphasises how crucial it is as a means of raising worker satisfaction and lowering attrition. Additionally, training is essential for raising employee performance and coordinating their abilities with company objectives. Cultural disparities, differing legal requirements, and logistical difficulties are some of the unique challenges that occur when thinking about training on a global basis. For international training programs to be successful, these problems must be resolved. The review will go over how to overcome possible obstacles and modify training methods for a variety of settings. The results will conclude by summarising the main ideas and providing guidance on how to strengthen staff growth, improve training tactics, and successfully handle international training issues.

17. Bedingham, K. International and Commercial Training, demonstrating the efficacy of training, Commercial and international training programs are very successful at enhancing organisational and individual performance. These programs increase employees' adaptability by providing them with the fundamental information and abilities They must be successful in a variety of corporate settings and international markets. Such training promotes brand reliability for franchises growing globally by guaranteeing uniformity in service delivery

across many regions. Better company outcomes are achieved through commercial training, which focusses on customer involvement, sales tactics, and market dynamics. Workers who receive commercial and international training are more assured of their capacity to satisfy client demands and manage cultural differences. The abilities acquired from these programs have the potential to increase client happiness, which raises revenue and loyalty. A extremely skilled employees that can spot new business prospects and spur innovation is also advantageous to organisations. Employees who receive training also report feeling more capable and prepared, which increases job satisfaction. In the end, these initiatives boost productivity, lower attrition, and offer a significant a competitive advantage in the marketplace.

18. Prof. Brijmohan A. Vyas, Dr. Vijay Joshi, and Dr. Rashmi R. Hunnur's study, "An Empirical Study on the Training and Development's Effects Methods on Worker Contentment and Performance in Non-Scheduled Cooperative Banks in Pune City," (2023), examines the effects of various training and development techniques on worker performance and job satisfaction. The research that was conducted in Pune's non- scheduled cooperative banks, highlights the value of structured training programs in improving workers' knowledge, abilities, and general productivity. Considering factors such as job roles, organisational size, employee demographics, and training expenses, the study assessed seven widely used training methods. A standardised questionnaire was used to gather data from 15 banks, and out of the 250 surveys that were initially given, 200 legitimate answers were examined. The findings showed that performance and employee satisfaction were significantly improved by informal learning. Furthermore, it was discovered that strategies like training programs and job rotation greatly enhanced staff engagement and morale. All things considered, the study emphasises how crucial varied and effectively applied training methods are to raising employee performance in the cooperative banking industry.

19. Prof. Brijmohan Vyas and Chandrika K. Mistry's (2015) study emphasises the significance of effective training in the cement sector. It highlights how important it is for businesses to continuously improve the knowledge, skills, and talents of their employees, especially in a globalised corporate world. Companies spend a lot of money on workforce development, thus the research attempts to assess how beneficial the training programs are. Nonetheless, the study's primary focus is on how effective these training initiatives are. It looks at employee feedback from a cement factory, which provides important information about how well workers view training. Through the analysis of these comments, the research hopes to aid in the development of pertinent policies and processes that will enhance the administration and execution of training initiatives, guaranteeing their efficacy and alignment with corporate objectives.

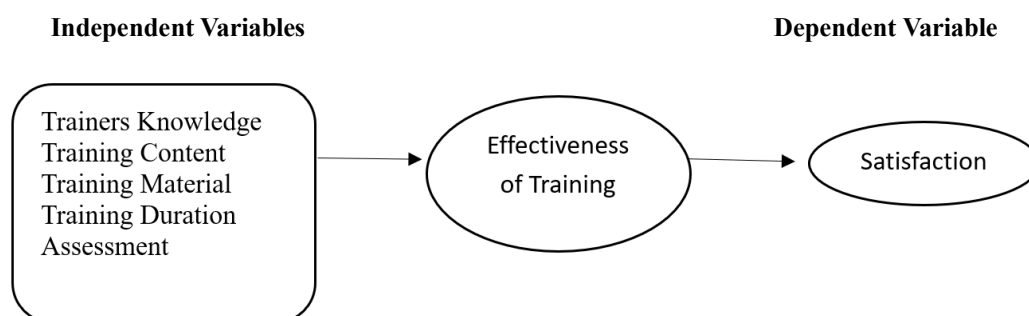
III. PROBLEM STATEMENT

The effectiveness of training programs and how they affect employees satisfaction are crucial components of event management companies like Meragi's success. Although the need for talented personnel in the fast-paced and dynamic event industry is expanding, it is still unclear whether the current training approaches effectively improve employee skills, engagement, and job satisfaction. This study aims to assess how Meragi's training programs affect employee performance, customer satisfaction, and general job satisfaction. The study's findings will help identify areas where the training process needs to be enhanced to better educate employees to handle the challenges of event planning and to keep a happy and engaged workforce.

OBJECTIVES

- To study the different dimensions of training programs conducted by Meragi events.
- To evaluate influence of various factors on training effectiveness.
- To ascertain the influence of training effectiveness on employee satisfaction.

IV. THEORETICAL FRAMEWORK



V. RESEARCH METHODOLOGY

1. Type of Research: Descriptive research
2. Source of Data:
 - Primary Data: Information will be collected using structured questionnaires by surveying employees of Meragi Events.
 - Secondary data: Research articles, Journals
3. Sampling plan:
Sampling Frame: Bengaluru
4. Sample Size: 117
5. Sample unit: Meragi Event e-commerce private ltd
6. Sampling Technique: Random Sampling Technique
7. Data Analysis: SPSS, MS Excel
8. Statistical tool: Regression

VI. SCOPE OF THE STUDY

This study's primary objective is to assess the efficacy of training programs offered by Meragi Events, a company in the event management industry. The study's objective is to evaluate how training initiatives affect employee performance, skill growth, job satisfaction, and overall productivity. The study considers both qualitative and quantitative feedback from employees who have undergone training, in addition to evaluations from HR or training coordinators.

VII. LIMITATIONS

- The respondent may not spend sufficient time due to work schedule
- The respondent may be biased in their response.

VIII. RESULTS AND DISCUSSION

Regression

H1: Trainer's Knowledge influences significantly on training effectiveness

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.416 ^a	.173	.166	.53874
a. Predictors: (Constant), Trainer's knowledge				

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.140	1	3.140	9.723	.002a
	Residual	37.136	115	.323		
	Total	40.276	116			
a. Predictors: (Constant), Training content						
b. Dependent Variable: Effectiveness of training						

Coefficients ^a				
Model	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std. Error	Beta	

1	(Constant)	1.692	.370		4.568	.000
	Trainer's knowledge	.501	.103	.416	4.884	.000
a. Dependent Variable: Effectiveness of training						

Analysis: The regression model suggests a reasonably strong correlation between the trainer's expertise and training effectiveness, with an R-value of 0.416. The R Square of 0.173 indicates that 17.3% of the difference in training efficacy may be attributed to the trainer's knowledge. The model's R-squared adjusted of 0.166 implies that it is reliable. The p-value of

0.002 confirms that this result is statistically significant. The coefficients table, which displays that the standardised beta coefficient is 0.416 and the un standardised coefficient (B) is 0.501, demonstrates a direct positive influence.

Interpretation: Training efficacy is significantly and favourably impacted by the trainer's expertise. The more knowledgeable a trainer is, the more successful training programs become. Despite the fact that the model only accounts for 17.3% of the findings, the link is significant and dependable, demonstrating how important trainer

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6.361	1	6.361	25.603	.000 ^a
	Residual	41.736	168	.248		
	Total	48.096	169			
a. Predictors: (Constant), Training content						
b. Dependent Variable: Effectiveness of training						

knowledge is to getting good training outcomes.

H2: Training Content influence significantly on training effectiveness.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.364 ^a	.132	.127	.49842
a. Predictors: (Constant), Training content				

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.271	.284		7.993	.000
	Training content	3.94	.78	.364	5.060	.000
a. Dependent Variable: Effectiveness of training						

Analysis: With an R-value of 0.364, the regression model shows a somewhat favourable association between training effectiveness and training content. Training material can account for 13.2% of the variance in training efficacy, according to the R Square of 0.132. With an Adjusted R Square of 0.127, the model is consistent. The statistical significance of the link is shown by the p-value of 0.000. Training material has a significant beneficial impact, as evidenced by the standardised beta coefficient of 0.364 and the unstandardised coefficient (B) of 3.94.

Interpretation: Training content has a fairly good and considerable impact on the effectiveness of training programs. Training outcomes improve in proportion to the calibre of the training materials. The statistical

significance suggests that content plays a major role in improving training effectiveness, even with the moderate percentage of explained variation.

H3: Training Materials status influence significantly on training effectiveness

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.486 ^a	.236	.230	.51712
a. Predictors: (Constant), Training material				

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.523	1	9.523	35.614	.000 ^a
	Residual	30.752	115	.267		
	Total	40.276	116			
a. Predictors: (Constant), Training material						
b. Dependent Variable: Effectiveness of training						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.741	.297		5.868	.000
	Training material	.502	.084	.486	5.968	.000
a. Dependent Variable: Effectiveness of training						

Analysis: Training efficacy and training materials have a rather high positive connection, according to regression results, which show a R value of 0.486. Variance in training efficacy can be attributed to training materials, which have a R Square of 0.236. It is a reliable and consistent model with an Adjusted R Square of 0.230. The result's p-value of 0.000 confirms its statistical significance. According to the unstandardised B coefficient of 0.502 and beta coefficient that is standardised of 0.486, training efficiency increases by 0.502 units for each improvement unit in training material quality respectively.

Interpretation: Training materials greatly and relatively dramatically boost the effectiveness of training programs, as the research clearly shows. Higher-quality and more relevant training materials yield better training outcomes. The statistical significance and association show that the training materials have a major impact on training success.

H4: Training Duration influences significantly on training effectiveness.

4. Training Duration Influences Significantly on Training Effectiveness.						
Model Summary						
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	
1		.454 ^a	.206	.201	.47681	
a. Predictors: (Constant), Training duration						
ANOVA ^b						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	9.902	1	9.902	43.552	.000 ^a
	Residual	38.195	168	.227		
	Total	48.096	169			
a. Predictors: (Constant), Training duration						
b. Dependent Variable: Effectiveness of training						

Analysis : Training efficacy and duration have a somewhat favourable association, as indicated by the R value of 0.454. With a R Square of 0.206, training length accounts for around 20.6% of the variation in training efficacy. The statistical significance of the link is confirmed by the extremely significant p-value (Sig.) of 0.000. Further confirming that training duration is a reasonably strong predictor of efficiency is the standardised beta coefficient of 0.454.

Interpretation: Training time has a large and positive impact on efficiency of training programs, based on the statistics. Training that is appropriately lengthened enhances the possibility that participants will recall information, engage with the content, and effectively use what they've gained in their roles.

H5: Assessment influence significantly on training effectiveness.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.410 ^a	.168	.161	.53969
a. Predictors: (Constant), Assessment				

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.983	.268		7.568	.000
	Training duration	.470	.071	.454	6.599	.000
a. Dependent Variable: Effectiveness of training						

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.780	1	6.780	23.276	.000 ^a
	Residual	33.496	115	.291		
	Total	40.276	116			
a. Predictors: (Constant), Assessment						
b. Dependent Variable: Effectiveness of training						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.024	.308		6.577	.000
	Assessment	.425	.088	.410	4.825	.000
a. Dependent Variable: Effectiveness of training						

Analysis : An R value of 0.410 in the model summary indicates a moderately good relationship between training efficacy and assessment. The R Square score is 0.168, implying 16.8% of the variation in training efficacy is explained by evaluation procedures. The model is dependable, as indicated by the Adjusted R Square of 0.161. At 0.000, the p-value is extremely significant. A one-unit increase in assessment results in a 0.425-unit improvement in training efficiency, according to the standardised beta coefficient of 0.410 and the unstandardised coefficient (B) of 0.425.

Interpretation: These findings imply that assessment has a considerable and moderate influence on training efficacy. According to the concept, effective evaluation techniques

significantly raise the overall effectiveness of training initiatives.

H6: Training effectiveness influence significantly on Satisfaction.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.427 ^a	.183	.175	.53671
a. Predictors: (Constant), Effectiveness of training				

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.399	1	7.399	25.684	.000 ^a
	Residual	33.127	115	.288		
	Total	40.526	116			
a. Predictors: (Constant), Effectiveness of training						
b. Dependent Variable: Satisfaction						

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.999	.299		.000
	Effectiveness of training	.429	.085	.427	.000
a. Dependent Variable: Satisfaction					

Analysis: R value of 0.427 indicates a relatively favourable correlation between training efficacy and employee satisfaction. The R Square value of 0.183 indicates that 18.3% of the difference in satisfaction may be attributed to training efficacy. The model's R-squared adjusted of 0.175 implies that it is reliable and consistent. At 0.000, the p-value is statistically significant. The standardised beta coefficient of 0.427 indicates that the predictor is moderately strong. For each unit increase in training efficacy, satisfaction increases by 0.429 units, according to the unstandardised coefficient (B) = 0.429.

Interpretation: According to the results, training efficacy has a substantial influence on satisfaction but only modestly affects it. Significance of well-planned and successful training programs is highlighted by statistical research showing that employee satisfaction increases when they believe training is beneficial.

IX. FINDINGS OF THE STUDY

1. There is a slight female predominance, as the figure indicates, with 54% of the population being female and 46% being male.
2. "AGE" pie chart displays a population's age distribution. The biggest percentage (48%) belongs to the 20–25 age group, which is closely followed by the 25–30 age group (47%). Just 5% of people are in the 30–35 age range.
3. The percentage distribution of four employment roles—event planner, client servicing manager, content writer, and project manager—is shown in the pie chart. The greatest percentage, 34%, is held by event planners, closely followed by client servicing managers (32%). Project managers have the smallest share at 12%, while content writers make up 22% of the distribution.
4. 34% of respondents were neutral, 46% agreed, 11% strongly agreed, 9% disagreed, and 1% severely disagreed with Subject Knowledge.
5. According to Clarifying Doubts, 37% were indifferent, 45% agreed, 12% strongly agreed, 1% disagreed, and 5% disagreed.

6. 32% were neutral, 43% agreed, 14% strongly agreed, 9% disagreed, and 2% strongly disagreed.
7. 37% agreed, 16% strongly agreed, 29% were neutral, 15% disagreed, and 3% strongly disagreed with the practical examples.
8. There were 2% who severely opposed, 12% who disagreed, 23% who were indifferent, 45% who agreed, and 18% who firmly agreed with preparation and confidence.
9. Relevance of training content, 15% strongly agreed, 33% agreed, 37% agreed, 10% disagreed, and 5% strongly disagreed
10. Current information and tactics, 39% were neutral, 30% agreed, 13% strongly agreed, 5% strongly disagreed, and 13% disagreed.
11. Topics related to responsibilities, 38% agreed, 13% strongly agreed, 30% were neutral, 14% disagreed, and 5% strongly disagreed.
12. Methods were encouraged to be used, 11% disagreed, 39% were neutral, 37% agreed, 12% strongly agreed, and 1% strongly disagreed.
13. Content that is structured, 36% were neutral, 35% agreed, 17% strongly agreed, 9% disagreed, and 3% strongly disagreed.
14. The information was understandable and unambiguous, 38% were neutral, 32% agreed, 11% strongly agreed, 16% disagreed, and 3% strongly disagreed.
15. Presentations and handouts were beneficial, 37% were neutral, 32% agreed, 13% strongly agreed, 5% strongly disagreed, and 13% disagreed.
16. Objective-aligned materials, 32% neutral, 37% agreed, 21% strongly agreed, 3% strongly disagreed, and 7% disagreed.
17. Access after the session was helpful: 48% agreed, 9% strongly agreed, 31% indifferent, 9% disagreed, and 4% strongly disagreed.
18. 3% strongly disagreed, 12% disagreed, 29% neutral, 35% agreed, and 21% strongly agreed that the materials improved the learning process.
19. The training covered all the important topics: 35% were indifferent, 30% agreed, 9% strongly agreed, 8% disagreed, and 18% disagreed.
20. Time was efficiently managed: 32% were neutral, 39% agreed, 9% strongly agreed, 15% disagreed, and 4% strongly disagreed.
21. With 6% strongly disagreeing, 14% disagreeing, 39% neutral, 32% agreeing, and 9% strongly agreeing, the pace was suitable for learning.
22. Participants responded well to the scheduling of the session, 43% agreed, 14% strongly agreed, 28% were neutral, 11% objected, and 4% severely disapproved.
23. Training didn't feel hurried or drawn out, 38% were neutral, 29% agreed, 15% strongly agreed, 16% disagreed, and 3% strongly disagreed.
24. Effective evaluation tools were included in the training program, 36% were neutral, 32% agreed, 15% strongly agreed, 14% disagreed, and 3% severely disagreed.
25. During training, the following feedback was useful: 18% disagreed, 28% were neutral, 35% agreed, 16% strongly agreed, and 3% strongly disagreed.
26. The evaluation techniques employed were reasonable and pertinent, 36% were neutral, 32% agreed, 17% strongly agreed, 2% strongly disagreed, and 13% disagreed.
27. What was taught was reflected in the assessment, 32% were indifferent, 33% agreed, 13% strongly agreed, 15% disagreed, and 6% severely disagreed.
28. Areas for improvement were identified by the assessment: 18% highly agreed, 43% agreed, 24% neutral, 9% disagreed, and 6% severely disagreed.
29. Only 17% disagreed, 37% were neutral, and 41% agreed and 21% strongly agreed that the training program enhanced their skills.
30. Of those who felt confident using the knowledge they had learnt, 51% agreed and 19% strongly agreed, while 29% were neutral and 18% disagreed.
31. While 40% were neutral and 16% disagreed, 47% agreed and 14% strongly agreed that the training enhanced their performance inside the company.
32. Of those surveyed, 42% agreed and 15% firmly agreed that they would suggest the training to others, compared to 40% who were unsure and 20% who disagreed.
33. Just 13% disagreed with the statement, while 44% were neutral and 16% strongly agreed that the training had a favourable effect on their job satisfaction.
34. 51% of participants were satisfied and 9% were extremely satisfied that the training program increased their overall job satisfaction, compared to 18% who expressed dissatisfaction and 30% who were neutral.
35. 34% were neutral and 15% expressed displeasure with the training's motivation and value, compared to 58% who felt satisfied and 10% who were very satisfied.
36. While 34% were neutral and 18% were not satisfied, 46% were satisfied and 19% were extremely satisfied

that the training increased their confidence and job satisfaction.

37. While 42% were neutral and 18% were not satisfied, 41% were satisfied and 16% were extremely satisfied that the training's practical advantages increased their job satisfaction.
38. Just 10% voiced dissatisfaction, while 40% were neutral and 19% were ecstatic that the training session increased their level of job satisfaction overall.
39. At the 0.05 level, the regression result's p-value of 0.000 indicates that there is a statistically significant correlation between the trainer's expertise and training efficacy.
40. The statistical significance of the association between training efficacy and training content is confirmed by the regression analysis's p-value of 0.000.
41. Training efficacy and training material have a statistically significant link, according to the regression model's p-value of 0.000.
42. The statistical significance of the association between training efficacy and training content is indicated by the p-value of 0.000.
43. The statistical significance of the association between training efficacy and evaluation techniques is confirmed by the p-value of 0.000.
44. Employee satisfaction and training efficacy have a statistically significant association, as indicated by the p-value of 0.000.

X. SUGGESTIONS

1. A few participants felt that the information was not clear. Using visual aids, simplifying the wording, and improving layout can all help make materials more understandable and engaging.
2. A few participants said the training feedback didn't work. Giving prompt, helpful, and useful feedback during and after sessions is essential.
3. Add additional interactive components, such as case studies, group discussions, and real- time problem solving, to keep participants interested because some participants disagreed and others had a neutral attitude towards participation.

XI. CONCLUSION

The training program was generally well-received, as seen by most of participants agreeing that the sessions were beneficial regarding trainer performance, content quality, structure, and results. This indicates that the majority of respondents believed the training was applicable and helpful for developing their professions. However, a significant number of participants gave neutral responses, particularly regarding the information's intelligibility, speed, and real- world examples. These answers raise the potential that some elements were not fully in line with participants' expectations or job responsibilities, which may have led to miscommunications or low participation rates. A lower percentage of participants voiced discontent, particularly in regard to material clarity, time management, and practical application. Despite being less frequent, their input identifies areas that need work to prevent miscommunications or disinterest. Positively, a large number of participants concurred that the training enhanced their self- confidence, skills, and motivation. However, a sizable percentage of the sample expressed no opinion regarding the overall effect, indicating that although the program worked well for many, it could be made more interesting and applicable for everyone.

REFERENCE

- [1]. Suresh Kumar, C., Agarwal, M. R., & Rajeswara Rao, K. V. S. (2014). Analysis of effectiveness of employees' training in an automotive component manufacturing organization. *International Journal of Research in Commerce, IT & Management*, Vol. 4(7)
- [2]. Samundeeswari, V., 2013. Education and training effectiveness in Indian industries. *International Journal of Scientific Research*, Vol. 2(8).
- [3]. Sanjeevkumar, V. (2011). A study on training factors and its impact on training effectiveness in Kedah State Development Corporation, Kedah, Malaysia. *International Journal of Human Resource Studies*, 1(2).
- [4]. Kauffeld, S., & Lehmann-Willenbrock, N. (2010). Sales Training: Effects of Spaced Practice on Training Transfer. *Journal of European Industrial Training*, 34(1)
- [5]. Dr. H.C. Bindusha, S. Ellakiya : "A Study on Effectiveness of Employee Training and Development Program" : *International Journal of Research Publication and Review*, vol 3, no 11, November 2022
- [6]. Bowdin, G. A. J., Allen, J., O'Toole, W., Harris, R. & McDonnell, I. (2011) *Events Management* (3rd ed.). Abingdon: Routledge. "New perspective of evaluation of training for event management".
- [7]. Tatjana Kovac : New Perspective and evaluation of training for Event Management : "Technium Social Sciences Journal" , Vol 8, 8-21, June 2020.
- [8]. Prof. Brijmohan A. Vyas, Aishwarya Humbi ,Vijay Joshi: Effectiveness of Training Programs in enhancing competence at KPTCL: An Empirical study". *Journal of Fundamental & Comparative Research SHODHASAMHITA* (Vol. X, Issue II(II), December-2023,ISSN 2277-7067,Page no134-143)

- [9]. Prof. Brijmohan A. Vyas, Chandrika Mistry: “ A study on Effectiveness of Training and Development in Cement Industry”. International Journal of Business and Management Invention (Volume 4, Issue 6, June-2015)
- [10]. Prof. Brijmohan A. Vyas, Dr. Vijay Joshi, and Dr. Rashmi R. Hunnur: “An Empirical Study on the Impact of Training and Development Methods on Employee Satisfaction and Performance in Non-Scheduled Cooperative Banks in Pune City”. Journal of Research Administration (Vol. 5 No. 2, 2023).
- [11]. Anupama Sharma, Dr. Rahul Raj and Dr. Manish Kumar: Impact of Training and Development on Employee Job Satisfaction in IT Sector in India : Journal of Information Education and Research, vol 3 issue 2 (2023)