

**RARE**

**FACTORS AFFECTING LEARNING TRANSFER -  
IN SEYLAN BANK IN SRI LANKA**

DISSERTATION

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MASTER OF COMMERCE

by

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## Abstract

Given the ever-changing service demand for information, knowledge and skills the commercial banks need to maximize the inherent value of their existing human capital. One way to attain this is to invest in formal training programs to develop and improve the employees. It has been found globally and locally that trainees often do not apply what they have learned at training programs into the workplace. Three influential factors emerged from the literature, such as, learner characteristics, training design and work environment factors which determine the application of the learning to the workplace. The present study explores the relationship and the influence of factors affecting learning transfer of a management development program conducted at Seylan Bank plc., of Sri Lanka. Bank employees in the middle management grade at Seylan Bank plc needed a supportive, conducive and flexible work environment in learning and application of learning at the workplace. Therefore, management should strive to create a supportive, creative, development oriented organizational culture with maximum facility support and fair organizational justice in order to derive a higher return on their investment in training.

**Key words:** learning transfer, learner characteristics, training design, work environment factors