

Impact of Training Effectiveness on Employee Engagement of Sales Employees in the Insurance Industry in Sri Lanka

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The purpose of this research is to identify the impact of training effectiveness on employee engagement of sales employees in the insurance industry in Sri Lanka. The study is limited to the identification of the factors of sales employees through convenience sampling in the insurance industry in Sri Lanka. This research is deductive (Theory – testing) research. The study population consisted of all sales employees in the insurance industry in Sri Lanka. This research was conducted using a survey research strategy and quantitative research method. Krejci and Morgan's table was used to calculating the sample size. Accordingly, the sample size was 384 observations and used primary data as the data source; data collection was done through a self-administered questionnaire. According to regression analysis, results indicate that training effectiveness significantly impacts on employee engagement by 81.2%. Correlation analysis results indicate that there is a significant positive relationship between training effectiveness and employee engagement by 90.1%. The result suggested that training effectiveness is an effective way to develop organizational employee engagement. The present study could facilitate and provide a guideline to consider implementing practical applications regarding enhancing employee engagement. The findings of the study have the potential of practical implications for managers and employees alike, where they can increase employee engagement levels in the insurance sector through effective employee training. In conclusion, the current study concludes by declaring that training effectiveness positively impacts employee engagement.

Keywords: *Training Effectiveness, Employee Engagement, Sri Lankan Insurance Sector, Sales Employees*

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