

Effect of Employee Training on the Perceived Organisational Performance: A Case Study of the Print-Media Industry in Ghana

Abstract

In present scenarios, employee training is widely considered as the source of gaining competitive advantage. However, the effect of employee training on organisational performance in the print-media industry remains largely unexamined in the African context. This paper investigates the effect of employee training on organisational performance using Graphic Communication Group Limited as a case study. The results from the descriptive analysis indicated that, although some employees are not aware of and are not involved in the training programmes, majority of the employees reported that, they are aware of and are involved in various training programmes. The results also showed that, training programmes in the print-media industry is not frequent. Results from the correlation analysis suggested that, there is moderately strong relationship between employee training and organisational performance. Employee training has a huge effect on organisational performance. Testing the theory of resource-based view requires an extension of this study to other private firms in the print-media industry. It is recommended that current change in employees' skills sets requires constant and frequent employee training in the print-media industry in Ghana.

Keywords: Employee training, organisational performance, knowledge workers, print-media industry, Ghana