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MODERATING EFFECT OF SELF-EFFICACY AND EMPLOYEE ATTITUDE ON REACTION AND LEARNING OF THE EMPLOYEES: EVIDENCE FROM INDIAN STEEL INDUSTRY

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ABSTRACT

Self-efficacy refers to people's beliefs about their abilities to perform in different situations. The aim of the research discusses the moderating effect of self-efficacy and employee attitude on reaction and learning levels among the employees of a standard steel organization. Survey method and stratified random sampling techniques were used with the help of a questionnaire based on a 5-point Likert scale. The number of fit samples was 398 to test the hypothesis. The collected data was analyzed using SPSS Process macro-3.1. The findings of the study explain that self-efficacy and employee attitude was found to be significant moderators between reaction and learning. Depiction from the studies of the constructs to levy self-efficacy, this paper presents the determinants of the development of self-efficacy beliefs and identify in the connection to employee attitude on reaction and learning. Both the observed variables have positive and high significance as training plays a dominant role in the HRM strategy to renew the HRM competencies needed by the organization today.

THE CRITICAL ANALYSIS OF FACTORS INFLUENCING PERCEPTION OF RURAL ENTREPRENEURS

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KAMOTEE

ABSTRACT

The motive behind this research is to critically examine the factors which are influencing perception of rural entrepreneurs. The rural entrepreneurs are the people responsible for growth of any economy. It is extremely important to study the perception of rural entrepreneurs so that not only their present success rate improves but also it should inculcate the entrepreneurial trait among rural young aspirants. For the current research, researcher has collected data from four hundred sixty-three respondents from various state of Maharashtra and Madhya Pradesh. For data analysis SPSS software was utilized. At the outset reliability test and factor analysis having principal components analysis extraction method were conducted. T test was used to test hypotheses. The findings suggested that there is significant relationship between finance, middlemen, knowledge & marketing management & perception of entrepreneurship among rural area. The main suggestion is to avail proper communication with all the aspirants. Also, for the better success rate vast industrial fare should be arranged not only to sell the goods but also to give proper exposure.

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