

Explaining the Transfer of Learning to Workplace on the Basis of Planned Behavior Theory

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Abstract

The purpose of this study was to identify the factors affecting learning transfer to workplace based on the theory of planned behavior. Statistical population included all employees of public organizations located in official site of Sanandaj city. A sample size of 185 employees were selected by convenience sampling method. The instrument was a questionnaire consisting of 44 questions that its validity confirmed according to the experts and its reliability confirmed according to cronbach's alpha coefficient. Data were analyzed by multiple regression and Path analysis. The results showed that transfer of learning affected by the transfer intention and transfer intention explained through attitudes to learning transfer, subjective norm and perceived behavioral control. Perceived behavioral control directly affects on the behavior of learning transfer. Eventually, the attitude to learning transfer is influenced by the expected social status, expected contribution and expected rewards.

Keywords: transfer of learning, transfer intention, attitude, subjective norm, perceived behavioral control

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