

Evaluating the Impact of Training on Team Performance: A Study on
Product Specialists in Medical Device Industry in Saudi Arabia

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Acknowledgement and Dedication

Abstract

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Introduction

Training and development are major requirements for employee success in the medical device industry. This is because big medical device companies aim to market, sell and maintain contracts with medical institutions such as hospitals, polyclinics and governmental contracts. With so much at stake, companies like Smith + Nephew, Stryker and Zimmer BioMed allocate vast budgets for training their sales staff and technical-support specialists. Large medical corporations always aim to improve their work and they can only do that by having a well-trained and capable staff. Mahadevan and Yap (2019) highlight that the employees in these corporations “need to put in a lot of effort. Firstly, they will need to understand the product feature and then, to master the selling approach and technique. All of these would be quite impossible without proper training and guideline from their company especially in today’s business environment” (p. 7).

Recent research indicates that sales representatives who have undergone extensive training by their corporations are more capable and knowledgeable than employees without similar training (Mahadevan & Yap, 2019). Such staff members would perform tasks required of them in a more proficient way (Zahiruddin, 2012). They would have the confidence and motivation to achieve their tasks in a timely manner. They would also be committed to the company’s message and strive to perform these tasks with quality and dedication (Mohan & Gomathi, 2015).

Research problem:

This study aims to investigate the role of training and development on team performance. It looks at how product specialists in the medical device industry in Saudi Arabia view and appreciate the training and development provided for them by the Human Resource Management Department in their corporations and the effect this training has on team performance, motivation and dedication.

Research Significance:

This study will help medical device industry professionals identify the importance of team training and the results this training will have on motivation, performance, and dedication.

Research Questions

Research Objectives

Research Hypotheses

Research Model

Research Methodology

Scope/ Field of The Study

Project Structure

Literature Review & Theoretical Framework

Conclusion

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