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When the Early Bird Catches the Worm: The Impact of Training in Retail

by Christiane Hinerasky, René Fahr
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Abstract:

We econometrically evaluate the performance effects of a six month e-learning programme in a large retail chain with monthly data on sales revenue, for four years using panel regressions. Participants in early cohorts show positive performance effects during training periods that depreciate afterwards. We conclude that offering training on a voluntary basis leads participants to the highest expected idiosyncratic gains and the highest talent to self-select into early participation. As performance effects already unfold during training, our findings put forward the importance of continuous training with close coaching unlike single training incidences.

Text: See [Discussion Paper No. 6037](#)

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