

Exploring the Concept of Gamification and Employee Engagement in IT Industry

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Abstract: *The idea of gamification involves the human way of behaving of enjoying gaming exercises and consolidates it with their work determined to upgrade, representative commitment. Game mechanics and elements can definitely impact human way of behaving on the grounds that they're intended to drive the players over the performance limit. With expanding contest and innovation, managers overall are understanding that workers are their most valuable resources. The review is embraced by scientists to instigate knowledge into how gamification of business cycles of an organization might assist them with bridling representative devotion and construct a more grounded boss worker relationship. This paper likewise checks out at the arising patterns and methods inside the universe of gamification across associations. The utilizations of Gamification range from being helpful inside the inward authoritative cycles of recruitment, representative acknowledgment, worker execution, preparing projects, health wellbeing still as client arranged uses of building brand loyalty, upgrading consumer loyalty and commitment. a logical survey of gamification writing was embraced by the scientists to investigate the elements adding to a proficient representative commitment program with innovation and gamification. The review attempts to gather proof towards the potential that gamification should increment representative commitment when it has been appropriately planned and managed.*

Keywords: *Gamification, Innovation, Business cycles, Game Mechanics*

Introduction

Gamification is characterized as applying run of the mill components of game playing, for instance, components like point scoring, rivalry with others, rules of play, and so on, to different areas of action. Gamification has previously been broadly embraced as a web showcasing method to energize commitment with an administration.

As far as the business world is concerned, gamification is characterized as applying game-plan mechanics, components, and game standards to various business processes. While the word gamification was began in times that are more present day and its application inside the business world genuinely new, the idea has existed with

us in numerous circle of life however long human advancement has existed. Gamification of specific business cycles could give them an abundance of client conduct information and significant experiences into their clients' exercises. This data could be a major a piece of the data stream that might be useful to organizations work on functional practices and distinguish new showcasing potential open doors.

Gamification has turned into a contemporary business practice that utilization game mechanics and game plan components to live, impact and prize objective client ways of behaving. It takes the embodiment of the game attributes like - objectives, rules, fun loving nature, components of tomfoolery, input, prize and advancements - applies them to unwind this present reality business issue. These game mechanics when applied inside the non-gaming setting, function as an impetus for making innovation more captivating by impacting client conduct and social connection strategies. Gamification permits venture to gather important experiences into client, representative way of behaving and exercises across different touch focuses, including site, versatile applications and social joint effort applications. Organizations will utilize this information to see what content, and encounters are high-worth and perceive how client activities correspond with business achievement. With gamification, they'll have the option to obviously see the specialist ways of behaving across applications and really comprehend what persuades them to additionally draw in with right gaming mechanics. Essentially, Gamification goes about as a layer on the most elevated of Social Collaboration programming to acknowledge important bits of knowledge into client conduct, suppositions and representative exercises across different touching focuses.

With expanding rivalry and innovation, businesses overall are getting down to understand that their workers are the principal valuable resource. Various ages of representatives, from gen X-ers to twenty to thirty year olds, have differing perspectives toward the work

environment. With how much recent college grads joining the work environment acquiring consistently, gamification will be a vital aspect for spurring and fascinating this new labor force. Concentrate on shows that huge efficiency improvement will be accomplished by increasing a business interaction with game mechanics (Smith, 2011). Hence, it's of most extreme significance to investigate how different associations are applying imaginative ways to deal with their workers' commitment systems by utilizing various gamified strategies. This paper gives knowledge into how gamification of business cycles of an organization might assist them with bridling representative dedication and construct a more grounded boss worker relationship.

Objectives of the Study

1. To study Employee Engagement in IT Industry
2. To study detail concept of Gamification
3. To study how the concept of gamification uses the human behavior of indulging in gaming activities

Literature Review

Hatala 2013

Despite the fact that the gamification approach was spread as of late, it began quite a while back as a cutting edge meaning of "business game" or "reenactment". Through time the idea got through an assortment of changes until it arrived at the pinnacle of ubiquity and current thought. Everything began in the United States in 1896 when the Sperry and Hutchinson organization (henceforth S&H) created one of the principal reliability programs - a promoting technique that plans to hold existing clients. S&H circulated marked stamps in shops, gas stations and stores. Clients got stamps after buy and gathered them in a unique collection. Subsequently, it was feasible to trade the assortment of stamps for prizes from the S&H list. The program was incredibly effective and produced comparative ventures around the world

McCormick, 2013

Gamification,” has developed the present most up to date business language and is quickly acquiring opposition. Albeit the idea of utilizing gamified components to embrace, interest moreover as learning, traces all the way back to very nearly 100 years back. By and large in one among the essential confirmations gamifications, Kellogg’s cereals, in 1910, suggest its first “overcharge” Moving-Pictures book, free with each two boxes, in order to expand deals. In 1959, a piece of clothing processing plant in Chicago has sent off a day to day show game inside which laborers take a banana to forestall weariness and monotony. Games are accepted to evaluate fulfillment and efficiency, moving examination into this field.

Robson, et al. 2015

Taking into account the historical backdrop of gamification, one among the chief subtleties in time is that the making of the essential multi-client PC based virtual world game called MUD1 (Multi-4 User Dungeon) created by Roy Trubshaw in 1978. the most objective of the game from the reason for the player was to accumulate a specific number of focuses and get the “wizard” title, which gave the person everlasting status (Wolf 2008). Starting around 1978 the MUD1 game’s prominence filled in as an impact for the long run upheaval in multi-client virtual game industry, from where all the in vogue gamification standards and strategies began (Robson, et al. 2015). Information Newsroom 2012

Tekinbaş, et al. 2011

Not with standing, after some time inside the last part of the 2000s, a few business delegates concocted the possibility of the production of a gamified online stage for different purposes rather than basically internet games. for instance, in 2007, the Bunchball organization (self-declared “the head of the gamification”) makes the site called “Dunder Mifflin Infinity” out of appreciation for the famous satire show, The Office. in sync with the measurable information,

because of the original methodology, the site got more than 8 million-online visits in a single month and a half (Bunchball 2018).

Kahn & Fellows, 2013

What could be obvious from this collection of writing is that worker commitment is a complex, multi-layered idea whose definition differs across scientists and other assessment pioneers. In addition, representative commitment gives off an impression of being impacted by a wide scope of individual, bunch, and hierarchical variables (Kahn and Fellows, 2013). Once in situ, worker commitment is accepted to spur the person toward useful execution that is inside the interests of their work and association.

Huizinga (1950)

Difference between games and play

In order to eliminate the possible confusion between the concept of play and also the concept of games, this section seeks to define each of these concepts and highlight the difference between them. the foremost comprehensive description of the concept of play, provided by Huizinga (1950), describe it as: A free activity standing quite consciously outside “ordinary” life as being “not serious” but at the identical time absorbing the player intensely and utterly. it’s an activity connected with no material interest, and no profit may be gained by it. It proceeds within its own proper boundaries of your time and space consistent with fixed rules and in an orderly manner. It promotes the formation of social groupings that tend to surround themselves with secrecy and to fret the difference from the common world by disguise or other means. (p. 13) Thus, this definition describes play as a voluntary, intrinsically motivating activity that’s separated from any ordinary life obligation. It takes place within a given set of boundaries and might be related to recreational pleasure and pleasure. Play, per this definition, is different from games in this it doesn’t contain any type of structure and goal-orientation.

Dignan, 2011

The emphasis during this definition of a game, which also address the most differences from play, is structure, therein games include a transparent state of rules and competition, and goal orientation, in this players put effort into reaching a quantifiable outcome. an essential feature common for both of those concepts is that participation should be by volition and not by force (Dignan,2011).

The outcomes check with the results, or consequences, that occur during the pursuit of the long-term goal of a behavioral game. Results are either positive, like gaining another level permanently performance or negative, like starting over as a results of poor performance. Outcomes provide the user with an instant of reflection as they mark a vital culmination of more frequent feedback that users are constantly receiving. (Dignan, 2011)

Huizinga (1950),

Difference between games and play

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enjoyment. Play, according to this definition, is different from games in that it does not contain any form of structure and goal-orientation.

Behavioral games- The definition of a game provided is applicable to a wide range of settings, such as sports, video games or tabletop games. This requires a narrower definition of the type of games referred to within the area of gamification. Dignan (2011) have introduced the term behavioral game2 to describe games that make any everyday activity more engaging and conducive to learning by applying a layer of game elements around it. A behavioral game is described as “... a real world activity modified by a system of skills-based play” (Dignan, 2011, p.81). The following section will elaborate on the components that constitute a behavioral game and also introduce its building blocks, further referred to as game elements.

The Game Frame - A Framework for designing behavioral games -:When a layer of game elements have been intentionally applied to a non-game activity, the activity can, according to Dignan (2011), be considered a behavioral game. Dignan (2011) have proposed a framework for designing and understanding such a behavioral game, and refer to it as the Game Frame. The framework comprises ten interrelated components, which in its entirety forms a behavioral game and an engaging experience (Dignan, 2011)

The objectives of a behavioral game are the goals that dictate the direction of effort (Dignan, 2011). Objectives are divided into long-term goals, as a way of determining if and when the game has been won, and short-term goals, as a way of providing smaller achievements along the way (Ibid.). The long-term goals provide the users with purpose for what they are to accomplish and the short-term goals provide ongoing reward and motivation for staying on track (Ibid.).

Gallup (2013)

As per Gallup (2013) “Drew in associations have 3.9 times the profit per share (EPS) development pace of associations with lower commitment in

their equivalent industry”. Additionally, one concentrate by Hay Group (2009) found that associations that scored in the main 25% of commitment levels had income development 2.5 times that of associations in the last 25%. These figures are central to demonstrating the way that an emphasis on representative commitment can be utilized as a feature of the more extensive HR technique to straightforwardly affect upper hand and the realit

New Drivers of Employee Engagement

Towers Watson (2012)

It is an acknowledged truth in the present business world that associations anticipate that representatives should accomplish more and for less. Notwithstanding, as per Towers Watson (2012), a main worldwide expert administrations organization that helps organisations improve execution through viable individuals, “associations give off an impression of being at a basic tipping guide in their capacity toward keep up with commitment extra time”. As per their exploration, the force of a worker’s association with an association depends on three center components, that of;

The degree of representatives’ optional exertion focused on accomplishing work objectives

The capacity to address work difficulties really through the accessibility of assets to perform

The arrangement of a workplace that empowers the representative through a steady friendly climate and pride and achievement at work

Gamification - A Tool to Drive Intrinsic Motivation and Changing Behaviour

Gabe Zichermann. Zichermann (2011)

While there remains uncertainty about the drawn out advantages of gamification, most acknowledge that planning frameworks to connect with individuals to act is definitely not another idea. Individuals have being applying game-plan thinking into different applications for quite a while. Probably the most seasoned model is routinely refered to by one of the principal

thought pioneers on gamification, Gabe Zichermann. Zichermann (2011) states that “one of the main reliability programs that granted clients by adhering to specific conduct over the long run began in the 1890’s by S&H and their virtual money that clients got while purchasing merchandise from specific stores called ‘Green stamps’” .This virtual cash could be recovered for a few kinds of material prizes. These ‘Green stamps’ were an immense achievement and “a few writers portrayed the circumstance in North America as being burdened with a ‘licking craze’ alluding to the action where clients stuck the stamps in assortment books”. What is key here is that the ‘licking craze’ was not driven by the extraneous desire to get the material prizes. The clients could objectively see that they were presumably paying extra for these stamps and accordingly never truly got anything free of charge. This was about “the characteristic compensation of having gotten a bonus that was difficult to esteem in genuine cash, and being essential for a social development”. It is this thought of spurring individuals to act characteristically that lies at the core of gamification inside HR.

Research Method

In this examination, the technique utilized is the Quantitative Survey Method. This study poll was directed on the web. This Questionnaire Survey Method is a less expensive wellspring of gathering experiences straight forwardly from respondents. With the assistance of this technique the information was gathered rapidly. Questions which were asked in the review were outlined in a simple language so respondents truly do get confounded while replying. The study was directed at the underlying stage as it gives the best consequence of gathering information from an enormous number of individuals.

Research Design

Types Of Research -: The research is Conclusive Descriptive research design

Sample Size -:24

Sampling Technique-: Non-Probabilistic Convenience Sampling Method

Data Collection Method-:

Essential sources: Primary source is a source from where we gather direct data or unique information on a theme. Interview procedure was utilized with organized poll for the assortment of essential information.

Optional sources: Secondary source is a source from where we gather information that has

proactively been gathered by somebody. We have gathered auxiliary information from the distributed fiscal summaries of the organizations, paper and articles.

Research Instrument-: Structured Questionnaire through Goggle Forms, The survey will be a nearby finished question and dissecting quantitative information will be given the assistance of reference diagrams, outlines.

Data Analysis & Interpretation

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Have You experienced gamification in other jobs, organizations, or aspects of your life	12	80.0%	3	20.0%	15	100.0%

Table: 2

Gender * Have You experienced gamification in other jobs, organizations, or aspects of your life Crosstabulation

Count		Have You experienced gamification in other jobs, organizations, or aspects of your life		Total
		Yes	No	
Gender	Male	5	6	11
	Female	0	1	1
Total		5	7	12

Bar Chart

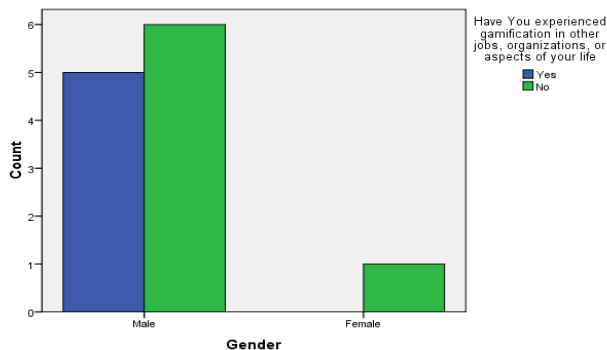


Table: 3

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * On an average day, roughly how many hours do you spend using Gamification	12	80.0%	3	20.0%	15	100.0%

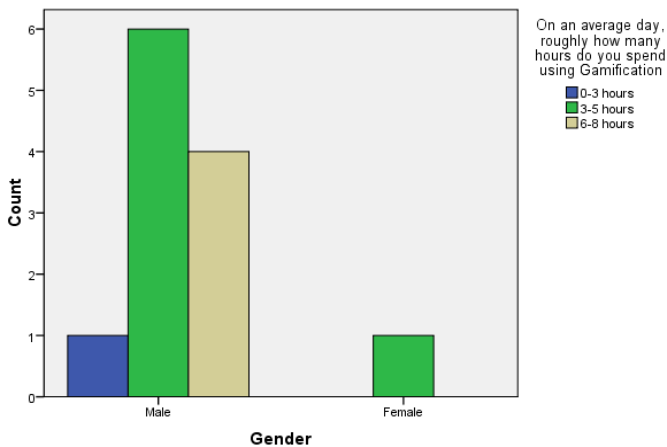
Table: 4

Gender * On an average day, roughly how many hours do you spend using Gamification
Crosstabulation

Count		On an average day, roughly how many hours do you spend using Gamification			
		0-3 hours	3-5 hours	6-8 hours	Total
Gender	Male	1	6	4	11
	Female	0	1	0	1
Total		1	7	4	12

Figure: 2

Bar Chart

**Table: 5**

Have you created a game out of a task to make the task more fun or engaging ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	46.7	58.3	58.3
	No	5	33.3	41.7	100.0
	Total	12	80.0	100.0	
Missing	System	3	20.0		
Total		15	100.0		

Figure: 3

Have your created a game out of a task to make the task more fun or engaging?

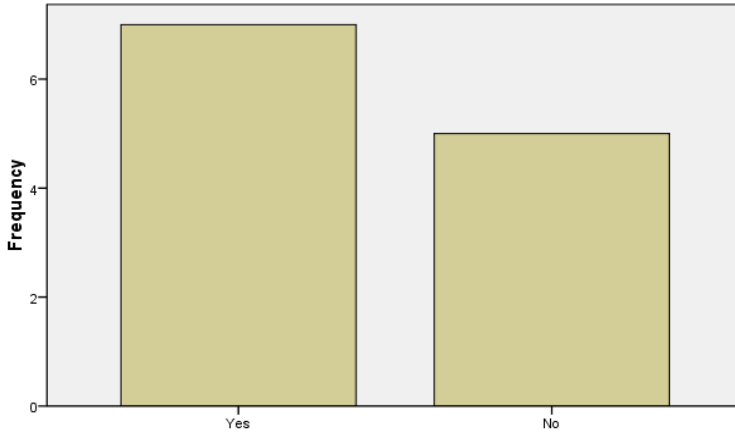


Table: 6

What Elements do you prefer to see in games?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social Elements	4	26.7	33.3	33.3
	Competitive Element	4	26.7	33.3	66.7
	Reward Element	4	26.7	33.3	100.0
	Total	12	80.0	100.0	
Missing	System	3	20.0		
Total		15	100.0		

Figure: 4

What Elements do you prefer to see in games?

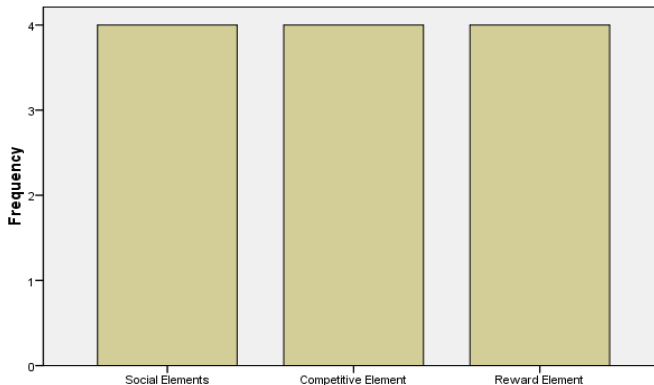


Table: 7

What genres' of game do you prefer to play?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Role Playing	3	20.0	25.0	25.0
	Adventure	3	20.0	25.0	50.0
	Building/Resource Management	4	26.7	33.3	83.3
	Strategy	2	13.3	16.7	100.0
	Total	12	80.0	100.0	
Missing	System	3	20.0		
Total		15	100.0		

Figure: 5

What genres' of game do you prefer to play?

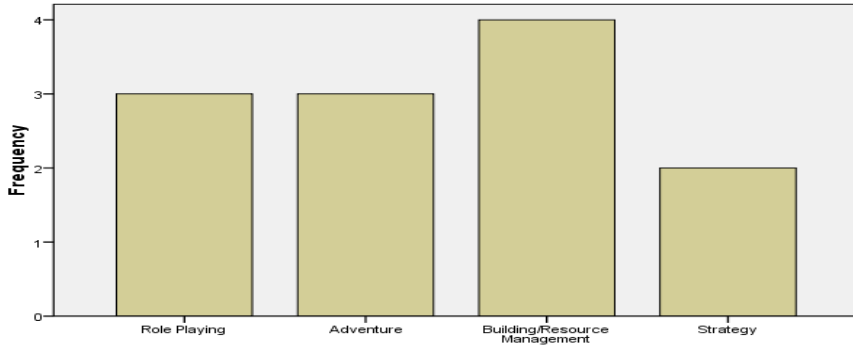


Table: 8

In Which kind of apps would you like to see more game like effects?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Training Software	4	26.7	33.3	33.3
	Communication software	4	26.7	33.3	66.7
	Contact Software	4	26.7	33.3	100.0
	Total	12	80.0	100.0	
Missing	System	3	20.0		
Total		15	100.0		

Figure: 6

In Which kind of apps would you like to see more game like effects?

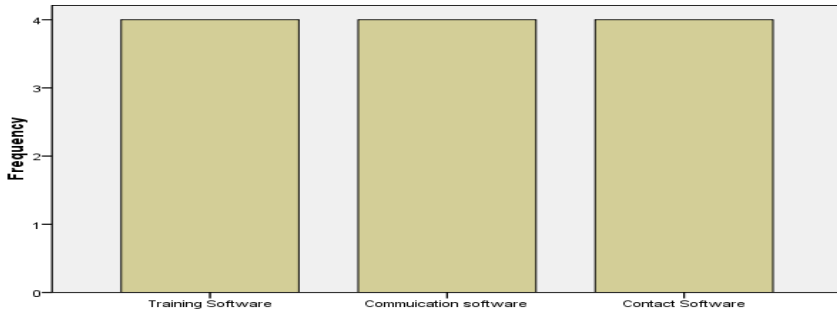


Table: 9

How do you feel while taking your training?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Motivated	3	20.0	25.0	25.0
	Unprodcutivity	7	46.7	58.3	83.3
	Bored	2	13.3	16.7	100.0
	Total	12	80.0	100.0	
Missing	System	3	20.0		
Total		15	100.0		

Figure: 7

How do you feel while taking your training?

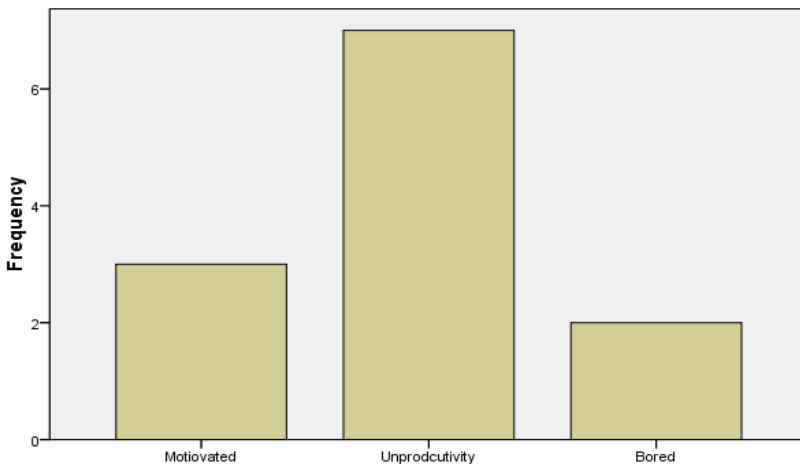


Table: 10

Do You believe you'd be more productive & get better results if your work were more game like?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	40.0	50.0	50.0
	No	6	40.0	50.0	100.0
	Total	12	80.0	100.0	
Missing	System	3	20.0		
Total		15	100.0		

Figure: 8

Do You believe you'd be more productive & get better results if your work were more game like?

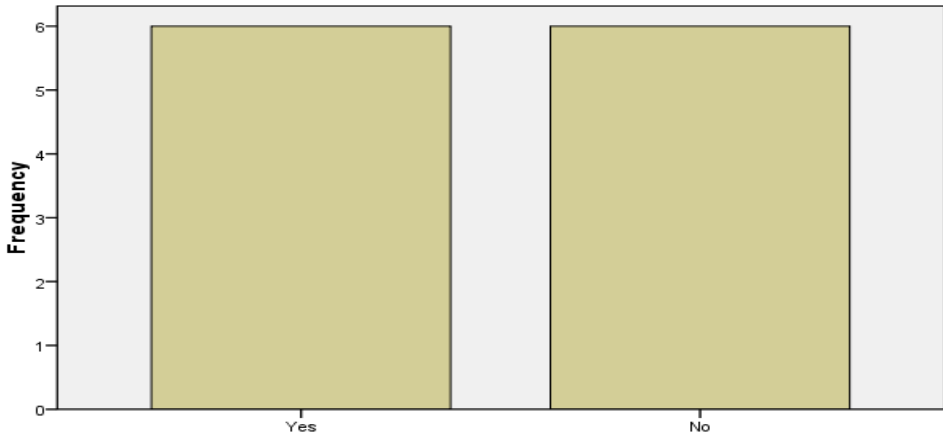


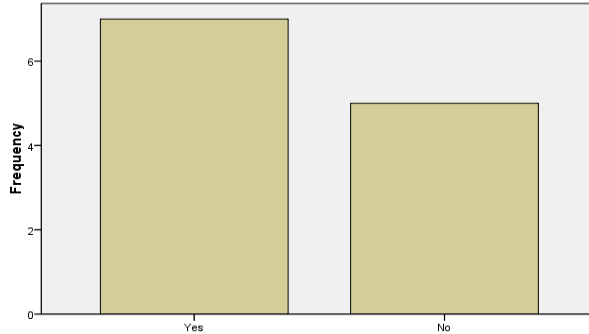
Table: 11

Would Gamification in the recruiting process make a company more desirable ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	46.7	58.3	58.3
	No	5	33.3	41.7	100.0
	Total	12	80.0	100.0	
Missing	System	3	20.0		
Total		15	100.0		

Figure : 9

Would Gamification in the recruiting process make a company more desirable ?



Findings

- 60% of male don't experienced gamification in any organization & only 40% of male have experienced gamification in an organization.
- 60% of male spend their 3to5 hours using gamification to make mind fresh & only10% of female spend their 0 to 2hours using Gamification & they are not interested to spend their time on gamification.
- 48% of people created task more fun & enjoying because to keep employee motivated & 38% of people say that they don't involve in any fund kind of task
- All employees in organization they want prefer social, competitive & reward element to be involved in games that play in organization
- Employees prefer to use training communication & contact software in games
- 46% employee said that training was unproductive & that much not effective
- 50% of employee say that if you work more will get productive result & other 50% of employee say that it will not be productive when you work hard & it is possible to better result when we use strategies & tricks
- 46.7% of people say that gamification should be used while recruiting the employees & 33.33% of people say that gamification should not be used while recruiting

Conclusion

This study pointed principally to find out what the game components driving the inspiration of the clients in gamified overviews are. In view of the impression of inspiration by the respondents of the review, a structure has been created which suggests that the game components collaboration ideas, objectives and achievement are the fundamental drivers of inspiration in a setting of gamified surveys. The structure likewise recommends that dynamic revelation, significance, point framework, criticism and identifications ought to likewise be incorporated while planning gamified overviews, while time tension can be considered as a component that can be added circumstance partner.

Through a basic and careful examination of gamification clients, the ramifications and entomb plays of client socio economics, character, and inclination arose to reveal insight into what gamification means for working environment commitment. Through studying the clients of pick in gamification stages, important data were gathered on how associations may have the option to more readily use gamification to draw in their workers. In the realm of gamification, the choices are numerous and shifted. The mechanics of one might contrast altogether from those of another, and as such may vary essentially in which workers connect with and which don't. A stage that underscores and requires direct friendly connection might distance more withdrawn

workers, bringing down their commitment rate and hierarchical responsibility. Additionally, dynamic representatives will have various needs and utilization wants than security-chasing ones

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