Application of Gamification in Human Resource Management– an Empirical Research to Increase Employees' Motivation and Productivity

International Journal of Computer Applications
Foundation of Computer Science (FCS), NY, USA

Volume 177
Number 28

Year of Publication: 2019

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10.5120/ijca2019919728

Abstract

During the last couple of years, the term Gamification has gain a lot of attention from both the academic researchers and business practitioners alike. Gamification is defined as the use of game design elements in non-game context. This research aims to explore the application of Gamification in improving employee's productivity and motivation level. First a detailed literature review has been done to understand what Gamification is. Then an empirical research has been carried out to in order to examine how Gamification can be used to increase employees' engagement and motivation. Later the paper discusses how to use Gamification tools and techniques to build high performance human resource.

References


Index Terms
Computer Science Information Sciences

Keywords
Game design, Human resource management, Gamification, game theory