

Gamification Impact on Human Aspects of the Organization

Meghashree Uppalike
M.Sc. Psychology (HRDM)
Christ University
Bangalore, India
meghauppalike@gmail.com

Abstract—Gamification is becoming more critical in virtual games, academia, and the economy. Gamification is described as using game elements in non-gaming areas such as companies. The purpose of this study is to find out how much Gamification can be used in HR. The paper is divided into three parts. First, let us take a closer look at the concept of HR gamification. Followed by a theoretical explanation. Later, the document describes the methodology, results, and conclusions used in the study

Keywords—Gamification, games, people, engagement, improvement, motivation, organization, experience, elements, design, development, auxiliary, framework, techniques, training, computation, learning, intrinsic, activity, extrinsic, motivator, system.

I. INTRODUCTION

Gamification is "75 percent psychology and 25 percent technology." said the co-author of Gamification by Design Gabe Zinichermann. Gamification in HR refers to using games tools and processes in a non-gaming situation like a corporate business. "The use of game design elements in non-game contexts" [17]. The organization conducts various activities and games to involve employees in healthy computation. These games or activities might follow attractive cash prizes or awards, encouraging employees to participate in more significant numbers. Games are always fun and entertaining; incorporating games at work will help the employees relax, reduce job stress, increase employee engagement, boost confidence, and motivate them to work effectively. Effective game designs can tap into our internal desire for motivation, reward, computation, and status. According to Kevin Werbach, Gamification is more than rewards and points. He also defines Gamification as "the process of making activities more game-like" that focuses on the crucial space between the components that make up games and the holistic experience of game-fullness [20]. Gamification is the process of learning and development through fun.

Importance of HR gamification at the workplace

"Games make a sincerely convincing setting for the player and expand on wistfulness, interest, visual allure, and workers' advantage. They interface with the player genuinely and are a greeting into a world that will be learned." [3]. Gamification helps improve productivity- using games as a tool to enhance employee skills will increase overall productivity and increase collaborative work and employee engagement. It incorporates a reward system, which increases employee motivation and interest in their work, helping employees explore various aspects, and increasing their creativity and commitment. Communication is a core factor that can be drastically

improved with gamification-based techniques. Gamification makes people think out of the box (different from what they usually do), developing innovative ideas. Learning and training become more accessible by using game-based techniques. It's often seen that people remember things that are practically done than by theory. A combination of theory and games makes learning easy. Incorporating games in the marketing process help increase sales and productivity. E.g., KitKat has introduced a grande break win add on every chocolate they produce, indicating a 100-rupee cash price on messaging the code available in the packet valid till a specific date. There is also a grand prize for lucky winners.

These days, gamification is utilized to draw in the consideration of occupation searchers and raise interest for an employment opportunity. HRs are effectively changing the enlistment processes into carefully upheld options that examine the applicant's future work execution. It practices methods connected with conducting inspiration from social and customary game conditions. [8]

KPMG- created their mobile app providing psychometric assessment for an interview instead of the online evaluation. According to, the recruitment app is "an opportunity [for applicants] to showcase their unique strengths by completing interactive, skill-testing challenges." [16]. Walmart uses virtual reality gaming for its onboard training. To improve productivity Noble Systems uses a gamification process for the call center. They call it a "unified employee engagement platform designed to increase agent productivity and reduce attrition." [16].

II. REVIEW OF LITERATURE

Various studies support the idea that Gamification positively impacts human aspects in the organization. As the global world improves drastically, it is necessary to keep oneself updated. As the saying goes, every new problem or situation requires new solutions. A study conducted by Deepika Pandit in 2017 indicates that Gamification is about the virtual experience gained through games and HR design based on fun and motivation. It helps organizations to measure contribution as HR provides value to Gamification. It creates a relationship between partners, employees, and customers. HR gamification is business-oriented; it creates activities focused on organizational goals. Employees' work can be manipulated/guided as per the requirement, without any negative impression. It helps in quickly spotting suitable candidates who fit the job. The study's findings are mentioned in the paper Digitizing human resources through Gamification for employee engagement [15].

The paper - Gamification and Employee Engagement: Theoretical Review on the Role of HR [7] implies that 66.7% of respondents chose employee engagement as the primary function of Gamification in their company. 53.3% of the respondents knew about the availability of incentives based on Gamification, while 37.5% of employees did not know that.

42.9% of the respondents believed that employee engagement would increase using Gamification. Gamification can improve performance. This was believed by 42.9% of the respondents. The flexibility of learning is possible through gamification-50% of the respondents believed that. Gamification helps in knowledge retention – agreed by 21.6% of the respondents, and 35.7 believed Gamification did not affect knowledge retention. Gamification has a positive effect. This is believed by 33.3% of respondents. The researchers believe that Gamification is a powerful tool for employee engagement. Gamification can overtake the lack of creation of new learning experiences.

Gamification is beneficial only when game elements are properly incorporated into work settings. The key elements that should be appropriately incorporated into Gamification are goals, competition, cooperation, time constraints, reward structure, feedback, levels, storytelling, aesthetics, replay, or do-over. Implementation of Gamification can be done by taking the scores of video games and applying them to work. The study focuses on Gamification in human resources and its impact on employee productivity, resulting in better organizational performance.

In Empirical Research to Increase Employees' Motivation and Productivity, the researcher found that Gamification can be beneficial only when using and incorporating the elements used at work. Goals, competition, cooperation, time constraints, reward structure, feedback, levels, storytelling, aesthetics, replay, or do-over. These are the key elements that should be appropriately incorporated into Gamification. Implementation of Gamification can be done by taking the scores of video games and applying them to work. Gamification in human resources impacts employee productivity, resulting in better organizational performance. Findings of a study conducted by Monika Krasulak indicated that targeted subjects have a positive outlook on using Gamification in the selection process. The lack of statistical variation amongst participants' independent variables has no impact on willingness to participate in the gamification process. The fact that playing games do not affect participation in this process—May help in dotting down the qualities required by the individual [6].

Gamification impacts worker conduct through support, a feeling of control, indications of activity, and a feeling of rivalry [18]. Studies recommend that gamification has made 90% of laborers more fruitful. The utilization of game-based impetuses works in the interest of 48% to 72% of individuals who accept that gamification urges them to work harder, and 95% of laborers appreciate utilizing gamified stages. This component takes into consideration constant criticism, objectivity, straightforwardness, adaptability, and spryness in the HR interaction

Purpose of the Study

The purpose is to discover the influence of Gamification in human resources management. Learning is often more effective when people participate in activities or things that

are easy to understand and fun to learn. Practical learning is easier to understand than only theory. Realistically doing things will help you understand what and how aspects of the work. First, determine what part the organization is focusing on based on those things and plan the activities.

III. RESEARCH OBJECTIVE

To find out how gamification of non-business concepts can help manage and improve human aspects in an organization. If it is believed to improve employee motivation, performance, and so on, why is this approach not in much use in India? Any alternative approach to HR gamification.

IV. RESEARCH DESIGN

Jane McGonigal, an American author, says, "Games give us unnecessary obstacles that we volunteer to tackle" [12]. This study uses a qualitative approach to understand the uses of Gamification in Human resource management. A technology that uses open-form questions to chat with respondents and collect data on topics.

V. DATA COLLECTION APPROACH

A semi-structured interview has been conducted with 8 participants through a telephone medium.

Tool:

A self-constructed interview guide has been used for this study. The interview guide focuses on five areas: general Business, recruitment, training and development, performance and motivation, and engagement. The interview guide itself underwent three validation stages; two research experts and one subject expert were consulted for the same.

Thematic analysis:

It is a method of analyzing qualitative data. It is used for texts or interviews. The researcher closely examines the information to spot common themes – topics, ideas, and patterns that appear repeatedly, then processes and names the themes.

Interview process:

Data will be collected through the process of interviews. There will be three interview rounds not exceeding 30 minutes (can vary per participant). First-round general discussion, second-round follow-up questions, if any, and third-round thank you session.

Participation criteria:

- Participants are interested/ know the concept of Gamification.
- Age ranges from 25 to 40 years. Because by then, they are mature enough to understand gamification concepts and with some experience in the same.
- Must be an Indian working in a metropolitan city.
- Must be in the field of Gamification or HR.

The research is based on Indian standards. To participate in the research, the participants were analyzed based on their knowledge in the field (gamification), and the qualified ones were preceded further. The knowledge check was done in two ways. When contacted, the participants asked a few questions via text about the field, and secondly, a short discussion before the actual interview process. All the participants included in

this research are professionals either in gamification, games, or HR with relevant experience of more than a year.

Data analysis:

This study includes thematic analysis. For this purpose, the researcher has successfully conducted eight telephone interviews. Based on the interviews, transcripts were created. After a thorough reading of the transcripts, initial codes were created. Soon after that, the author finalized the Themes.

Primary data:

The following fig1,2,3 and 4 describe the basic information of the participants.

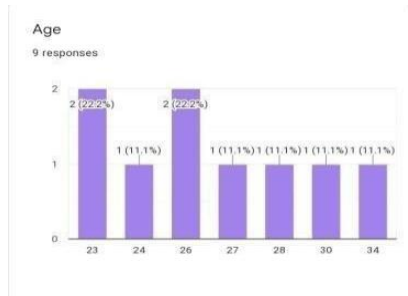


Fig. 1.

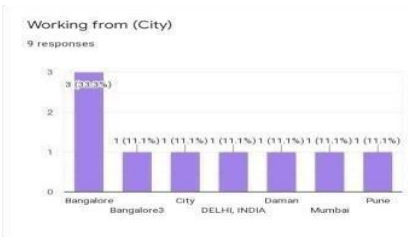


Fig. 2.

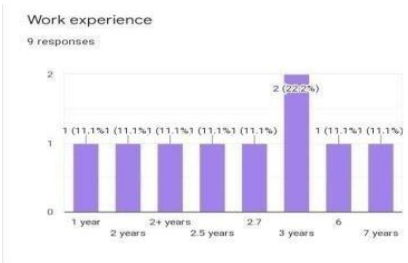


Fig. 3.

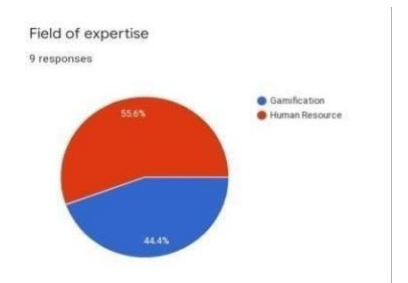


Fig. 4.

The figures mentioned above describe basic information of those who participated in this research. The data was collected from two fields of expertise: HR specialists and gamification experts, out of which 55.6% are from HR, and 44.4% are from the gamification field. The majority of the participants were male, indicating six of them and two of them

were female. one of the participants agreed to participate in the research but later did not follow up.

Hence, the total number of participants for this research is 8.

VI. RESULTS AND DISCUSSION

Results

The idea of a loyalty card for facilities such as cafes is not new. Starbucks goes one step further with the My Starbucks Reward app. This program works with a complete system where customers earn points for higher and bigger prices each time they purchase. If a traditional Ink on paper loyalty bends and is forgotten in the customer's wallet, a clear and simple app version is likely to promote loyalty to the company. In late 2016, we received a report showing that up to 25% of Starbucks purchases in the United States were made via the mobile app [4]. However, importantly, Kelly advises advertisers to consider the limits of what users are willing to do to reach the conversion milestone. The average user is frustrated when sharing a brand's post on a Facebook or Twitter account and asking them to reach the next level of completion.

McGregor at the MIT Sloan School of Management proposes Theory X and Theory Y, which have two differentiating models of human inspiration [2]. Hypothesis X depends on the conviction that representatives are generally sluggish and have a propensity for staying away from work since they could do without working for the association. Hypothesis Y depends on the conviction that workers have aspirations and are self-propelled and self-controlled. In this way, representatives like their work obligations and partake in their work

The study explores the role of gamified techniques that can benefit the current working condition. Based on the data collected, the researcher's analysis produced nine themes. These nine teams are widely spread across five concepts. As mentioned above, data analysis was done manually for this study, from reading the transcripts to coding and themes formulation.

Personal development: Positive development

Personal development is a continuous and lengthy process. It helps people enhance their skills and qualities, set goals and aims in life, and work to reach their highest potential. Gamification caps into people's innate desire to trigger them to achieve goals following rewards or any other intrinsic or extrinsic motivators. Personal development for every individual is different as people are unique. Participants have mentioned that Gamification can improve personal wellbeing. Gamified techniques can encourage positive growth amongst employees.

JK: "Gamification can be a process. They take a series of initiatives where you're trying to introduce wellbeing, beyond just games and fun, but rather you are looking at the holistic development of an employee, even as an ideal workplace."

RM: "So, somewhere we were using this platform called yours, and we were sharing our appreciation."

MM: "Slowly, Gamification is gaining that relevance in the Indian context also, especially during the pandemic, when they're seeing that employee motivation is low, and people are getting stressed out. Companies are trying to keep them engaged and motivated to increase their productivity."

Like how games play a significant role in a child's development, gamified techniques can also contribute to employee development.

Relationship: Positive communication and better relations.

"As the saying goes, communication is the key." It is an essential aspect of every organization that helps people connect and work collaboratively. Games have always been a medium for bonding that improves communication, team spirit, and better performance. The participants in the research also agree on this aspect that communication can be improved in any activity when there is a place for Gamification. There's a mutual understanding that better communication leaves no room for conflicts.

MM: "at the same time, it will also help the employees to stay connected on an informal level."

RM: "So, somewhere we were using this platform called yours, and we were sharing our appreciation."

VV: "Like they can be creative in trying to do stuff and a lot of people, at least, because some of them find it really hard to communicate, whatever you're trying to say, and I am from a non-tech background, but I do tech recruiting. So, it becomes hard for me to understand what they are trying to say about those projections. So that, you know, because I like being sideways trying to set up on the computer to do this, it gives us some space to maybe be as creative as they need us at all, we have games for them."

The above-mentioned statements suggest that all participants agree on this aspect. Communication helps in better adjustment and understanding. Participants agree that gamifying concepts help them to express themselves in a better way and make communication easy to understand.

Psychological dimensions: Personality traits are more evident

Gamification can help in revealing things to the outer surface. One's true self comes out when there are no restrictions. Gamifying concepts can bring out creativity and innovation. It helps people to think out of the box and analyze situations that help in enhancing their personality or to know themselves in a better way.

SG: "if it's done, it would be much better than the regular training process where you don't have any visibility of how far you're done or how well you have done and how, where other people are."

MM: "When I attended the recruitment process of one IT company, which is based from the, it's a leading IT company; therefore, a speedy process for recruitment of HR analyst was that we all were given Lego blocks. And they asked us to create a workspace battery that will be in 2015. So, the topic was workspaces in 2015. And through Lego blocks, we had to set up a workspace like that. So, those were some very unique aspects."

AB: "I'm still stuck for a slightly longer time than when I was not using a gamified environment. And this is an analysis pipeline that will understand what is the psyche of people and what kind of game to display? What kind of game elements do they usually like? And they usually try to replicate those elements in their business settings."

Creative learning has been explored during Gamification. One can dwell on candidates' information through gamified techniques revealing a deeper perspective of their personality, which will help reach the best candidates.

Interpersonal skills: Interpersonal and social interaction sees an improvement, especially during pandemic times.

Gamification paves the way for social interaction, building good relationships amongst employees. This platform helps employees to communicate in a better way, automatically increasing one's interpersonal skills. Better communication again creates a way for employee engagement, increasing performance, and a healthy lifestyle.

SK: "interaction, people to people, what normally happens, in finance, that people who work in HR are only little familiar to the organization, remaining sales, marketing, and we're talking like a project manager can improve when united with a common platform."

AB: "I help you with the thing that is more important, conducting multiple companies take care of this part and also use AI to understand people's society better and accordingly give them rewards or get them to be engaged."

VV: "It's fun. It sounds pretty fun. Why would I not want a simulated environment? And then I want a curated version of my own, like our method. So, I do think that even a small thing like, I put a progress chart back. Yeah, okay, this person did this much work in this much time. And let the entire company see it. They'll be like, okay, how come this guy did so much. I want to do it. Even though they might not be might not see it as competition all the time, it plays a role in self-encouragement."

Interdepartmental communication and relationships will be encouraged, formulated, and create a positive outlook.

Learning: Enjoyable

All the participants responded that Gamification has made learning fun and easy. It is often seen that practical learning is more sustaining and exciting to perform. gamifying concepts can help in easy understanding and learning more things in less period of time.

SU: "Gamification is a tool to give the feeling of fun while doing something that might be otherwise boring. I think there is no doubt that the reason being that when you have traditional training, essentially, you're relying on the participant's interest in the field to pull through."

SG: "I think one of the best things that Gamification does is it just makes your actions more visible. So like, a straightforward example would be like this, we do it internally in our head, right? Like you, let's say you're taking an exam. Or it's a three-hour exam now, and then you kind of flip through the pages and see how many more questions are left. Right? If I were to slightly gamify, it, you know, like, if you know, there was some digital exam you're taking, I can always show a bar that is filling up at the bottom that shows how many questions you have completed, and how many are remaining. So, Gamification, the very best gamification methods are, they don't change, they don't introduce a lot of techniques, they would simply make your techniques more visible."

Most of the participants have mentioned when things become more fun, it's easy to remember. As a participant rightly said, Gamification makes things more visible.

One candidate had a different opinion - "I feel, but I don't see how training in startups would benefit by

Gamification. Because it would become, there is nobody to compare it with. Or if you're trying to, like, see the past scores, or like the past ways of trying to do it, or like, see, if there is nobody, that it's just a process." (VV) this statement depicts that Gamification might work for big companies but not for startups, just like in her case.

Organizational dimensions: Improvement in employee engagement has a positive effect on productivity and performance.

Employee engagement is the main factor that can see a significant improvement through Gamification. Engaging employees in the current pandemic has become a challenging task. Personal and professional life has been mixed up, creating an easy way for work-life imbalance.

MM: "employee engagement, because engaged employees kind of exhibit organizational commitment, they tend to stay longer with the company, they will, the company might not have turnover or acquisition."

JK: "As I said, one is organizational change. The other one is an alignment with your organizational goals for this boost productivity, and I think that was third right sorry, so forth one could probably be Gamification can do really help us with employee engagement or have better employee engagement initiatives."

SK: "A lot of people don't like taking an interest, and through gamification, we are able to analyze basic psychology, so psychology plus gamification, and KPI plus gamification has a lot of things to come." When there is an increase in communication, engagement has a positive effect.

Gamification status: the concept is said to be not very socially aware.

Few participants mentioned that Gamification in India is in a very beginning state, and most of them do not have an idea about this concept. The term gamification is new, but Piece of Gamification has been there for a while. Terms like incentives, leaderboards, rewards, and recognitions are more in the news than the term Gamification.

JK: "I think gamification is an amazing technique, but it's still at a very Nish stage as it's sort of a very reset stage, and it's not been employed in the Indian scenario so far."

MM: "Gamification is gaining that relevance in the Indian context also, especially because of the pandemic, when they're seeing that employee motivation is low, and people are getting stressed out. Companies are trying to keep them engaged and motivated to increase their productivity. They're organizing different activities. So, I can say that maybe slowly Gamification is gaining that significance from the Indian context."

SU: "Yes. although not very consciously, it's definitely used in India mostly in marketing to sell some commodities."

Gamification is more useful in the current pandemic where employee engagement has been reduced due to social distancing.

Department: organizational departments using Gamification for their business development

Departments like recruitment, marketing, finance, and sales have a positive impact and development through gamification processes. Gamification is a new concept, especially in India. The term is not much in use, but parts of this concept have been used for a while now. One can say that companies use Gamification for developing marketing strategies and advertisements. The aviation and hotel industries are known to use Gamification for recruitment processes.

MM: "to increase productivity is something where Gamification can be used. Other than that, definitely, employee engagement, because engaged employees' kind of exhibit organizational commitment, they tend to stay longer with the company, they will, the company might not have turnover or acquisition."

RM: "Lots of companies have been using mechanics in their HR sector. I can give a minimal example that I did something when in one of the organizations that I worked for so that we had a referral program. We were getting very, very less engagement on the referral program. So, what we did is we converted the entire reference policy, bit by bit, we broke it down, we structured it, and we applied points, we applied levels eventually gamifying the concept,"

SU: "Yes. although not very consciously, it's definitely used in India mostly in marketing to sell some commodities." (Marketing, HR, Business development)

We see that organizational commitment and productivity can be increased due to gamifying concepts. This will lead to reaching organizational goals faster and more enjoyable.

Motivators: intrinsic and extrinsic motivators play a significant role in employee motivation.

Everyone is prone to be motivated either intrinsically or extrinsically. Participants have mentioned that companies use motivators to bring out the desired results from their employees. Here the concepts of employee benefits, performance appraisal, rewards, and recognition play a key role.

SU: "It is under the umbrella of making the office, a fun space to be what I need to capitalize on for intrinsic motivation is the community feeling."

RM: "So, somewhere we were using this platform called yours, and we were sharing our appreciation. Which has points attached to each appreciation given."

RM: "I feel when people are not using Gamification, where you can use, you know, Gamification, gaming mechanics too, to make rewards and recognitions. more attractive and, you know, get engaged employees."

AB: "Getting motivated externally is more important, especially for people who are like into jobs, which make slightly more internal dealings, but when it comes to customer-facing roles in specific roles, motivation played a very, very

The research findings state that companies use leaderboards, rewards, monetary benefits, recognition, etc., to motivate their employees to reach optimal performance and engagement.

Some external gaming components like points, levels, different prizes, and rewards might cause a demotivating

impact on the employees, Marsh [11] brings up a point, another additional prize might decrease the reflection and consideration of players. Additionally, Attali and Arieli-Attali [1] contended that utilizing straightforward components like focuses and levels as impetuses do not have the inborn incentive for some clients, making gamification "simply a stunt."

Following is a tabular representation of the gamification elements that contributed to this research.

TABLE I. INDICATES THE PSYCHOLOGICAL ASPECTS

Personal development	Relationship	Psychological dimension	Interpersonal skills
Motivation	Communication	Work balance	Competition
Holistic development	Bonding	Employee wellbeing	Connection
Encourage people for desired outcomes	Business understanding	Creative thinking	
Identifying Personal skills	Experience sharing		Performance
Skill enhancement	Team motivations	Decision making	Social interaction
Intrinsic motivator Engagement	Confrontation	Attention	Innovation
Ownership	Empathy	Understanding	Personal interaction
Easy knowledge transfer	Feeling of oneness	Reduce stress	Creative freedom
Self-enhancement	Cooperation	Personality traits	
Achievement		Trust	
Root cause analysis		Feelings, thoughts	
Personal growth		Curiosity	
Positive behavioral support		Visibility of actions	
		Easy remain of memory	
		Sense of belonging	
		Better emotional expression	

The following is the tabular representation of the gamification elements that contributed to this research

TABLE II. INDICATES OTHER ASPECTS

Department	Motivators	Organizational Dimensions	Learning
Market	Scratch cards	Employee engagement	Fun and engaging
Recruitment	Points	Business change	Interesting
	Rewards	New traditions	Situation based activities
Finance - online order, payment, and food	Incentives	Multicultural aspect	Education
	Gift cards	Healthy competition	One time fun
Business payments			
	Order on behalf of other	KPI's	Deeper insights
HR mechanics			
	Ranks	Policy implementation	Entertainment and learning
Onboarding exploration			
	Leaderboard	Easy flow of work	Improve knowledge
Management and team			
	Employee of the month	Promotion	Simplify concept
	Lego blocks	Referral programs	Easy restore information
	Activities with extra rules	Ideal workspace	
	Rating system	Effective work	
	Recognition	Less time consuming	
	Game design	Productivity	

Game elements	Organizational goals
Standardized test	Training
Psychological tool	Technical knowledge
Badges	Organizational assessment
Certificates	Objectives, purpose, and outcome
Vacations	Best candidate selection
Positive feedback	Target group
Appreciation	Unique concept
Upgrade	Minimal utilization of energy and resources
Bonus	Benefits big company
Monetary rewards-payments and cashbacks	Hybrid mode
Logbooks	
Timer	

Discussion

L'Oreal creates three game-based recruitment tools for various disciplines, including marketing, human resources, sales, and operations. Solutions were required for the GIMP dictation tools that we created. To real-life problems. It allowed them to assess the applicants' analytical abilities. This may be impossible to achieve through regular employment. Through gaming channels, an attempt was made to recruit 20% of the company's marginal cadre, according to L'Oreal's HR director, Mohit James.

Gamification tools are also being used by businesses to improve behavioral habits. Accenture encouraged its employees to take part in a stepathlon, a Gamification event lasting 75 days that aided in installing a better lifestyle. At least 10,000 steps were encouraged for all participants—a single day. As a result, they could move forward on a virtual map and travel the world.

The study was an exciting way to understand new era principles such as Gamification. There are some differences in opinion. Most participants agree that gamifying concepts in an organizational setting can help in improving cooperation, understanding, building teamwork, employee engagement, and motivation from a corporate, operational perspective. It makes learning interesting, fun, and accessible. There was also a difference of opinion that this is not always applicable. There should be a balance between fun learning and a traditional learning approach. It might not be helpful in all settings. When gamifying concepts, we need to investigate three aspects: purpose, generation, and outcome. Most of the success depends on the targeted candidates and their age range.

VII. CONCLUSION

The idea of gamification depends on and joins with, a scope of speculations including those of social financial matters, human brain science, learning and improvement, inspiration, fun, execution, correspondence, a group work, critical thinking, risk-taking, independent direction, work configuration, trust, and stream. Planned well, gamification of genuine targets can associate with undiscovered player potential to increase execution and connect with workers in manners that can make an outstanding success: win for workers and associations [19].

Currently, less than 10% of Indian companies actively use gamification [13]. Its genuine worth extends beyond employee involvement to impact analysis and enables organizations to implement appropriate business strategies, as stated by the CEO Prashant John of Kwench. This company specializes in gamification solutions. According to Gartner, by 2015, 40% of Fortune 1000 companies will use gamification as their primary method of altering their operations. However, in India, yes. It has a significant amount of catching up to do [13].

Some of the alternatives for gamification would be tools like Talon.One, Presence, Sleeknote, Qualifio, xpertise, LMS.

Gamification is a handy tool that helps organizations in many ways. Elements such as scratch cards, points, rewards, incentives, gift cards, ranks, recognition, rating system, standardized tests, badges, certificates, positive feedback, appreciation, upgrade, psychological tools, bonus- monetary

rewards, and timers have been the factors that contribute to the improvement of various aspects in the business.

Robson [14] calls attention to the fact that a very much planned gamification experience ought to have fortifications, including extraneous and natural variables. Extraneous variables like prizes and virtual merchandise might inspire a client's transient action, while natural elements like connection, capability, and independence will energize change for the clients, whether it includes higher investment, progressed execution, or more prominent consistency [5].

Gamification is not about game components. Practically 80% of the gamification applications bomb the business goals, basically because of their unfortunate plan [10]. Wood and Reiners [9] portrayed gamification as the advancement of utilizing enthusiasm and play to shape clients' ways of behaving and drive client commitment to a movement. Gamification can be helpful only when implemented and appropriately designed. As one of the participants rightly said, "gamification is like a double-edged sword" (SG). It has the potential to either create or destroy the system. Proper design and implementation are crucial aspects of gamification. The study was a very time-consuming process and labor-intensive method.

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