Gamification for staff motivation: Impact on work efficiency and corporate culture at the international level. Getman, A.P., Yaroshenko, O.M., Demenko, O.I., Lutsenko, O.Ye., Prokopiev, R.Ye. Journal of Economics and Management (Poland)This link is disabled., 2024, 46(1), pp. 274–299

Abstract

Aim/purpose – This article analyzes the impact of gamification on staff motivation, performance, and corporate culture at the international level. It also examines the integration of advanced technologies such as AI (artificial intelligence), AR (augmented reality), and VR (virtual reality) into gamification strategies to enhance their effectiveness.

Design/methodology/approach – The study utilizes a semi-systematic literature review, synthesizing information from various scientific sources. This approach allows for a comprehensive analysis of gamification's impact on employee engagement and productivity, focusing on incorporating advanced technologies.

Findings – The research identified that gamification significantly enhances employee motivation and performance. It highlights the additional benefits of AI-driven personalization, AR, and VR, which create immersive and adaptive learning environments. A framework for gamification implementation in business is proposed, including six steps such as (1) define objectives, (2) analyze the audience, (3) select game elements, (4) develop a game mechanism, (5) implement and train, (6) collect feedback and adapt.

Research implications/limitations – The study's reliance on a semi-systematic literature review may not capture all practical nuances and recent advancements. Future empirical research involving direct observation within organizations is recommended. Additionally, the findings are based on theoretical analyses and case studies, which may not fully represent the diversity of real-world applications across different industries and cultural settings.

Originality/value/contribution – This research contributes to the existing literature by expanding traditional gamification models to include advanced

technologies. It provides actionable insights for businesses seeking to implement gamification strategies, offering examples and recommendations for practice. The study underscores the need for strategic and context-specific implementation of gamification to ensure its effectiveness.