

Workshop ID: P6

Title:

The what, why and how of games and game elements in businesses

1) Short Description:

Gamification has adequately received attention from information management scholars both from a design and an implementation purpose. Using game elements in a non game context makes the field interesting as it helps foster engagement and increases stickiness to business metrics. However, as the complexity of digital infrastructure increases, firms, and studies have not evolved from the contemporary form of gamification use. The most commonly used game elements like points, badges, and leaderboards are also chosen in haste and often do not translate into actionable evidence in businesses. Additionally, the board games market has been used sufficiently to translate into businesses globally. This creates a void in understanding the power of game elements and gamification as a process in business operations. The workshop is designed to ignite minds by sensitizing them about the potential of game elements and how they can be used in businesses.

Additionally, it also lets the attendees reflect upon the psychology and rationale for using specific game elements by deconstructing them using play as a mechanics. This also empowers the participants to experience games and game-based learning, which can be translated into smarter design-based solutions in business applications. It also helps them understand gamification as a higher-order construct. The workshop also discusses the ongoing studies and prototypes used by organizations using a case-based approach and aid the learning by using game-based solutions. The cases would also help the participants understand how firms have been using certain game elements with a specific intention in mind. However, it led to some interesting uncalled business metrics that helped them learn more about the end users. Lastly, The workshop also built a platform to debate and inspire participants to adopt and implement gamification as a proposed research method for conducting research and development.

2) Detailed Description:

Gamification has adequately received attention from information management scholars both from a design and an implementation purpose. Using game elements in a non game context makes the field interesting as it helps foster engagement and increases stickiness to business metrics. However, as the complexity of digital infrastructure increases, firms, and studies have not evolved from the contemporary form of gamification use. The most commonly used game

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Love for work and Joy for work, Bringing Back Humanity into the Workplace help to dive deeper in gaming. Love is beneficial in many ways, also physically, and also when playing games. Professor of Psychology Dr. Barbara Fredrickson advocates for a perspective on love where you do not reserve love for that one special person, but the moment of love that arises when you make a true connection with somebody else, as you do during play. It turns out that at these micro-moments of love, all kinds of processes in the body of the ones involved synchronize, including the rhythms of the heart. This way we can trigger the release of endorphins, that feel-good substance that enhances your mood at work. It stimulates multiple senses simultaneously, allowing you to immerse yourself completely, feeling free. It fosters camaraderie and a sense of teamwork. Together, you tackle the challenges of work or business,

and this social aspect of play can contribute to a reduction in stress. In short: love benefits from play, and play stimulates experiencing micro moments of love.

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Learning for participants

1. Understand the fundamentals of gamification, game elements and their application in business processes.
2. Understand the role of game elements in improving productivity in business.
3. Understand the strategies for designing, selecting and implementing game elements in business process operations across different disciplines.
4. Gain a deep understanding of the promises and the risks of increased use of games
5. Demonstrate complex concepts like Love for Work using Lego Serious Play

Focus and format

The workshop will follow the structure of panel presentations, round table discussions and an interactive session.

#	Speaker	Activity	Duration
1	Prof. Abhishek Behl	Introduction Overall goals and aims of the workshop	10 minutes
2	Prof. Abhishek Behl ; Prof. Vijay Pereira	Games as Motivators and deconstructing games	20 minutes
3	Prof. Abhishek and Laxman Murugappan	What the duck	30 minutes
REFLECTIONS (10 minutes)			
4	Laxman Murugappan and Annemieke Mintjes	Love for Work and Joy for Work using Lego Serious Play	90 minutes
5	Prof. Vijay Pereira; Prof. Abhishek Behl and Prof. Dorra Yahiaoui	Player types and game elements – Unlocking game personas	20 minutes
REFLECTIONS (10 minutes)			
6	Prof. Abhishek Behl, Prof. Samuel	Why, when and in how do we adopt gamification in business?	30 minutes

	Wamba; Laxman Murugappan		
REFLECTIONS and Q&A (20 minutes)			

Facilitators:

Prof. Abhishek Behl, Management Development Institute Gurgaon, India

Ms. Annemieke Mintjes, Mintjes & Co, Netherlands

Prof. Vijay Pereira, NEOMA Business School, France

Mr. Laxman Murugappan, PlayThinkTransform, India

Prof. Dorra Yahiaoui, Kedge Business School, France

Prof. Samuel Fosso Wamba, Toulouse Business School, France

About:

Abhishek Behl is a faculty in the area of gamification at the Management Development Institute Gurgaon, India. He has earned his second Ph.D. from the Indian Institute of Technology, Bombay where his research is in the area of crowdfunding and gamification. Dr. Behl is a winner of the prestigious "Naik and Rastogi award for excellence in research" from IIT Bombay. He holds a rich experience in teaching, research and consultancy. He has trained more than 1000 students and corporates on gamification and its applications to solve and address business problems. Abhishek uses board games and game play as mechanics to decode complex business problems and offer lucid solutions. Abhishek has been instrumental in contributing to the design and development of various board games and gamified solutions in both physical and digital interfaces. His research is in the area of transforming digital landscapes and decision sciences with a focus on gamification, stakeholder engagement, sustainability, and e-commerce start-ups.

Annemieke Mintjes is a communication expert and a trainer and facilitator in agile work and workplace happiness at Geluk Werkt in the Netherlands. She supports organizations in developing their human capital in a rapidly changing world. Annemieke employs various methodologies, including Scrum, LEGO® SERIOUS PLAY®, storytelling, and serious gaming. In 2020, she co-authored the book Hybrid Meetings: Practical Guide for Effective and Dynamic Collaboration. In 2023 she published the book* Love@Work, Bringing Back Humanity into the Workplace*.

Prof Vijay Pereira, PhD (United Kingdom) is the President Elect-INDAM, Distinguished Full Professor of International and Strategic Human Capital Management and Department Chair of People and Organizations department at NEOMA Business School, France and Distinguished Full Professor at Goa Institute of Management (GIM). Professor Pereira is the 2nd ranked publishing scholar in business and management globally for the year's 2019-2023 and the highest ranked

publishing scholar in Europe for the same period (P-rank). He was Associate Dean (Research) at the Australian University of Wollongong (Dubai campus). He holds adjunct positions of Full Professor at University of South Pacific, Fiji and at Universities of Portsmouth and Manchester. Professor Pereira is the Editor in Chief of the journal International Studies of Management and Organizations and the Global Real Impact Editor for the Journal of Knowledge Management. Prof Pereira is also on the editorial and advisory board for the journals Production and Operations Management and Journal of Management Studies (both listed in Financial Times ranking). Professor Pereira has a record of attracting funding and has published widely, in over 200 outlets, 20 special issues and 10 books, including in leading international journals such as the Human Resource Management, Harvard Business Review, MIT Sloan Management Review and Journal of Business Ethics (all Financial Times ranked). He has also published in the Academy of Management journals Academy of Management Perspectives and Academy of Management Discoveries. Professor Pereira was the elected Vice President of the Academy of International Business (AIB), Middle East and North Africa (MENA), for the last five years and is now on the advisory board.

Laxman Murugappan is the founder of PlayThinkTransform & co-founder of Academy of Customer Experience Consultancy – 2 innovation boutiques based in India. Like many experiential change agents, he is a polymath with many strings to his bow and is able to turn his hand to helping his clients, playfully, through coaching and mentoring, consultancy in numerous business areas through the application of design thinking, customer experience management, serious play, games, gamification, and learning-by-doing-and-thinking principles and methods. He also has a solid grounding in technology. Using Design Thinking, Empathy & Customer Experience Management toolkits Laxman is helping people and organizations identify growth opportunities, shift perspectives, and solve complex business challenges. Laxman has worked with clients across India, Portugal, Spain, Singapore, Malaysia, Myanmar, Indonesia, UAE and the gulf of Middle East.

Dorra Yahiaoui is Senior Professor in Human Resource Management and Organizational Behavior; Director of The Research Centre of Excellence in International Business at Kedge Business School. She is also head of the research group Human Resource Management at EuroMed Research Business Institute. She holds a PhD in Management from the University of Lyon III (France), certified and an alumna of the International Teachers Program from London Business School, certified MBTI (Myers Briggs Type Indicator) from The Myers Briggs Company France and Women in Education Leadership from Harvard University Graduate School of Education. Her research interests include: cross-countries comparison of managerial practices, innovation process within MNCs, headquarter-subsidiaries relationship, internationalization strategy and Management in Middle East, African and Asian countries.

Prof. Samuel Wamba Fosso is a Cameroonian researcher, author, and academic. He is a professor at TBS Education in France and a Distinguished Visiting professor at The University of Johannesburg, South Africa. He was a visiting professor of Artificial Intelligence at Bradford University from September 2020 to September 2021. Fosso's research focuses on various aspects of artificial intelligence in business, including business analytics, big data, social media, and open data. Additionally, he has explored the business value of information technology, inter-

organizational system adoption and its impacts, supply chain management, electronic commerce, and blockchain.

3) Workshop Organizers

Abhishek Behl, abhishek.behl@mdi.ac.in (contact person)

Annemieke Mintjes, annemieke@mintjesenco.nl

Vijay Pereira, vijay.pereira@neoma-bs.fr

Laxman Murugappan, laxman@academyofcustomerexperience.com

Prof. Dorra Yahiaoui, Kedge Business School, France (dorra.yahiaoui@kedgebs.com)

Prof. Samuel Fosso Wamba, Toulouse Business School, France (s.fosso-wamba@tbs-education.fr)

4) Submission Link / Site / Email

Interested participants should register to the workshop and share a brief profile of them covering three points to the lead organizer Prof. Abhishek Behl at abhishek.behl@mdi.ac.in

Name and Contact Email Address

Affiliation

Expectations from the workshop (in 2-3 points)