

عنوان مقاله:

Exploring the Use of Gamification in Enhancing Employee Engagement in Entrepreneurial Firms

محل انتشار:

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خلاصه مقاله:

This study aims to explore the use of gamification in enhancing employee engagement within entrepreneurial firms, examining employees' perceptions, effective gamification strategies, the impact on engagement, and implementation challenges. This qualitative research employed semi-structured interviews with ۲۰ participants from various entrepreneurial firms. Purposive sampling ensured that participants had relevant experience with gamification. Interviews were conducted until theoretical saturation was achieved, each lasting between ۴۵ and ۶۰ minutes. Data were transcribed verbatim and analyzed using NVivo software, following a systematic coding process to identify themes, categories, and concepts. The analysis revealed four main themes: Perceptions of Gamification, Gamification Strategies, Impact on Employee Engagement, and Challenges in Implementation. Positive attitudes included enjoyment and increased productivity, while negative attitudes encompassed frustration and stress. Effective strategies included goal setting and rewards, interactive elements, and social engagement. Gamification positively impacted motivation, behavior, social dynamics, job satisfaction, retention, work-life balance, and innovation. Challenges identified were technical issues, employee resistance, resource constraints, and difficulties in measuring effectiveness and sustaining engagement. Gamification significantly enhances employee engagement in entrepreneurial firms by making work more enjoyable and motivating. However, successful implementation requires addressing technical issues, employee resistance, and resource constraints while ensuring continuous innovation. The study provides practical recommendations for leveraging gamification to foster a more engaged and productive workforce

کلمات کلیدی:

Employee Engagement, Gamification, Entrepreneurial firms, qualitative research, Motivation, Productivity, workplace innovation

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