

عنوان مقاله:

A Systematic Review of Gamified Systems: A New Model for Strategic Development in Future Gamification Research

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خلاصه مقاله:

Today, gamification is being used in various areas such as education, health, and business to enhance engagement and increase the system's efficiency. Despite significant scholarly interest, in many cases, undesirable results have been achieved using gamified solutions. This highlights the need for further research to explore these challenges through innovative methodologies and to devise new solutions. Addressing this gap, we conducted a systematic review of the literature on the emerging and growing subject of gamification using the PRISMA methodology and proposed a novel model for the strategic development of future gamification studies. The research led to the identification of 48 qualified empirical studies which have been analyzed to outline the existing views, gaps, and consequently the implications for future research. Through the analysis, we delineate the impact and effectiveness of gamification, highlighting its potential to transform user experience positively when implemented with strategic finesse. Consequently, we propose a novel model for the strategic development of future gamification studies, presenting it in three main dimensions: Contexts, Users, and Elements, and for each dimension, significant and less-paid topics are discussed. In addition, we represent six main suggestions for the design of the entire gamified system: Decision-Making Methods, Success Factors, Validation Methods, Dynamic Design Approach, Timeframe, and Modern Technology. Our proposed model not only facilitates a deeper understanding of gamified systems but also offers actionable insights and guidelines for both academics and practitioners. It is meticulously designed to assist researchers and practitioners in crafting more effective gamified systems that are customized to meet specific user needs and environmental contexts. By doing so, it aims to maximize the sustainable benefits of gamification, ensuring that these systems deliver significant and lasting impacts. This strategic approach integrates the latest advancements in technology and dynamic design principles, establishing a robust framework for the future of gamification research and application.

کلمات کلیدی:

gamification, Systematic review, Game elements, games, Gamified system

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