

Gamification workshop: Thinking beyond game-elements.

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Previous literature was more focused on measuring the gamification on a mechanics level (Harwood and Garry, 2015), on a dynamics' level (Xi and Hamari, 2020), or on a benefits' one (Jang et al., 2018), disregarding the emotional factor of this impact. This resulted in some failed gamified systems, lacking the introduction of feelings that users could relate to, to keep them engaged. To bridge the gap, Eppmann et al. (2018) operationalized and validated a new gameful experience scale (GAMEX) to measure how the customer feels when interacting with a gamified app. Nonetheless, little is known about how the customers' experience with the app explains the development of brand-related favourable outcomes and behavioural intentions to use the gamified app in the future. Therefore, this workshop will shed light on this topic and dispel the perceived utility of gamification by delving into why game elements are motivating and engaging. It will provide a list of characteristics of good game mechanics that can be applied to the participants' projects and activities to engage their users. Participants will receive clear guidelines and a detailed framework including game-like and emotional elements and will be able to discover practical gamification strategies and tools that can be adapted for their current or future projects.

Major objectives:

- Understand the key concepts of gamification.
- Explore the Gamex framework for developing the emotional aspect of the gamified systems.
- Define the game-elements and the emotional dimensions for each participant's project.
- Identify what could be the relevant strategy for the participant's project.
- Play! (An ice breaker)

Expected outcomes: After the session, participants will be able to:

- A general understanding of the gameful experience, its dimensions and impact.
- Identify how theories of Gamification, especially the Gamex one, are game changers.
- Identify how these theories are applicable to their projects.
- Develop and share strategies to incorporate effective gamification into their own projects.
- Discover new tools and approaches to apply Gamification principles in their projects.

Workshop's format:

The workshop will be a combination of theoretical learning, live demos, and applications to the participants' strategies, besides of 1-on-1 mentoring sessions. We will present gamification's dimensions, its impact, and the challenges and failures of introducing gamification to different sectors. We will then detail the Gamification strategies and theories with a focus on the "gameful experience" one and give the participants the framework to identify their own. We will discuss their initiatives and projects and start drafting the gamified strategy for each one of them. At the start, we will also play some games, which is a great way to break the ice and learn more about all the stakeholders of this workshop.

Selection process:

Any participant aged 18 years old and more, having an idea or currently running a project and wishing to incorporate gamification in the strategy.

The selection process will be done in 2 rounds:

- A first selection round based on the person's CV and a brief overview of the project, idea or initiative.
- A second round based on individual interviews to understand the participant's motivations and expectations.

The number of participants will depend on the length of the workshop. If it is 3 hours, we will only be able to have 9 people maximum on board since we want to work closely with each one of them. If it is 6 hours, we will then be able to have around 15 people maximum.

About IQS School of Management:

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Our mission is to provide comprehensive education for people with the attitudes, knowledge and skills that enable and inspire them to create, lead and manage competitive organisations, particularly in technological and industrial areas, committed to excellence and justice, based on deeply held values that derive from a Christian conception of life. The Mission of the IQS School of Management emanates from IQS's mission and is coherent with it.

Concerning the Doctorate's programme, IQS School of Management, the Faculty of Economic and Business Sciences at the University of Deusto (DBS Deusto) and the Faculty of Economic and Business Sciences at Pontificia Comillas University (ICADE) have combined forces to offer a joint doctoral programme in Business and Territorial Competitiveness, Innovation and Sustainability (CETIS).

This programme has been created within the framework of the Aristos Campus Mundus 2015 Campus of International Excellence, whose initiative is the result of the strategic partnership between three socially committed universities (the University of Deusto, Comillas Pontifical University and Ramon Llull University). This alliance is also backed by advanced strategic cooperation agreements with Georgetown University, Boston College and Fordham University.

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