

THE STUDY ON ROLE OF GAMIFICATION IN RECRUITMENT AND TRAINING

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ABSTRACT

Gamification for recruitment agencies is like turning the hiring process into a game, but without the cheat codes. It's all about making the whole experience fun and engaging, while still finding the perfect match for the job. Think of it as levelling up your recruitment game!

By incorporating elements like leaderboards, badges, and challenges, gamification adds a whole new level of excitement to the hiring process. It's like turning a boring old job application into a thrilling quest for talent!

Not only does gamification make the hiring process more enjoyable for candidates, but it also helps recruitment agencies stand out from the crowd. In a world where everyone's vying for attention, gamification is the secret weapon to attract top talent.

Gamification has become a game-changer in the world of recruitment and training. By incorporating game elements and mechanics into these processes, agencies are able to engage and motivate their employees in a whole new way. Not only does gamification make the recruitment and training experience more enjoyable, but it also enhances learning and retention. This approach is a win-win for both employers and employees.

One of the main benefits of gamification in recruitment is that it helps attract top talent. Traditional job applications can be boring and tedious, but when you turn the process into a game, it becomes more exciting and interactive. Recruiters are more likely to be engaged and invested in the application process, which can lead to a higher quality pool of applicants.

Keywords: Gamification, recruitment game, interactive

1. INTRODUCTION

Gamification refers to game-based tools and approaches that are applied in a strategic manner to aggregate business process.

Gamification and HR management:

Nowadays, a number of institutions like Deloitte, Aetna, Marriott and Cognizant use gamification in HR to align their workforce, tap into new talent pools, solve complicated issues and enhance employee skills. According to a 2012 Gallup Research, less than one in 10 employees are actively engaged in their jobs. The remaining employees are either not engaged or actively disengaged (the most harmful form of disengagement).

What is Gamification in HR?

Gamification in HR is referred to as the usage of game mechanics and game thinking in non-game scenarios like business processes and environment. These mechanics are used to solve problems, engage the employees and are used especially in development, motivation, training and recruitment.

How does it work?

The process actually uses our competitive human instincts to get engaged and absorbed in a particular game. This helps the employees to feel a greater sense of achievement and engagement which allows them to go the extra mile to perform a job. Gamification engages employees in various ways and helps them to develop different mechanisms like collaboration, fun, feedback and recognition.

Why it is used?

Nowadays, gamification is used to attract the attention of job seekers and raise fascination for a job opening. HRs are actively changing the recruitment processes into digitally supported alternatives which analyse the future job performance of the candidate. It exercises the techniques related to behaviour motivation from social and traditional game environments. The programs actually look like a loyalty program needs to compete for achieving business goals. These can be in the form of interactive games or business processes. Don't confuse gamification with employees

getting more free time. Are you an avid fan of online casino slot games? Planning on accessing renowned casino operators like Chelsea Palace during your office lunch break in the name of gamification? Well, that's not exactly how gamification works. The activities need to be interactive which will develop the relationship between co-employees. Not only does gamification allow employees to feel rewarded and recognised in a workplace but it also acts as a compensation for the benefits that the employee wants from an institution.

2. REVIEW OF LITERATURE

Title: Enhancing instructional outcomes with gamification: An empirical test of the Technology-Enhanced Training Effectiveness Model

Author: Richard N. Landers

Source: Computers in Human Behavior

Gamification, the use of game elements in non-game contexts, has become a popular technique to improve instructional outcomes in both organizational and educational contexts. In the organizational context, the Technology-Enhanced Training Effectiveness Model [TETEM] provides a framework to understand how technologies, like gamification, can effect change in various instructional outcomes. Specifically, application of TETEM suggests that gamification may not effect change in instructional outcomes when learner attitudes towards game-based learning and experience with video games are low.

Method

In this study, we test this model in the gamification context by assigning potential learners to read scenarios describing gamified instruction or traditional, PowerPoint instruction in a random order and assessing their training valence.

Results

On average, participants anticipated greater value from gamified instruction, but as predicted by TETEM, this effect was moderated by both video game experience and attitudes towards game-based learning. Among potential learners with high experience and attitudes, gamification produces better outcomes than PowerPoint, but among potential learners with low experience and attitudes, gamification produces worse outcomes than PowerPoint.

ARTICLE: 2

Gamification, the use of game elements in non-game contexts, (Deterding, Dixon, Khaled, & Nacke, 2011) has become a popular technique to enhance instructional outcomes in both education and organizational learning, and many recommendations have appeared regarding ideal application (Kapp, 2012, Landers and Callan, 2011). In education, actual applications vary widely, from the use of complex game narrative (e.g., Tay, 2010) to simple badging strategies (e.g., Landers & Callan, 2011). In the organizational context, points and badges have been used to improve compliance with mandates to complete online training programs (Brousell, 2013), among other uses. In education, the success of such efforts is mixed (e.g., Nicholson, 2013). Fewer published data are available in the organizational context, although researchers have suggested numerous potential pitfalls across all of human resources, including training (Callan, Bauer, & Landers, 2015). This mixed success suggests that gamification may be more successful in specific contexts or with specific designs, but little empirical research is available investigating the impact of cross-implementation differences.

RESEARCH GAP:

Self-presentation, self-efficacy and playfulness positively mediate the impacts of two gamification artifacts on solvers' participation. Theoretical contributions and practical implications are discussed.

OBJECTIVES:

- To Study the effectiveness of recruiting the human capital through gamification for achieving the goals and targets of the organisation.
- To Study the efficiency of training to engage people in learning with the help of gamification.
- To Study how building a good team for increasing the performance and productivity by bringing employee engagement using gamification.

3. RESEARCH METHODOLOGY

Need For The Study

It is essential to make employees engage in both the Recruitment and Training activities for more productivity in the organisation. So in these modern days it is required modern solutions to identify the better qualified employees for the organisation. And also the better training which can keep employee engaged for effective learning in the organisation.

The general need of this study is to help employer to make sure that the candidate or employee is effectively engaged in Recruitment and Training program respectively and finding out what are the main elements that make sure for an effective implementation of gamification at workplace.

Scope Of The Study:

HR department is one of the important managerial functions in the organisation which deals with the Human Capital and other activities related with the Human Resources. Right from selecting the candidate to retaining them in the organisation was a big task for the HR. So Now here in the study explains the scope of the project by taking few important aspects of the HR like Recruitment, Training and Engaging the employees.

Methodology

A methodology is a systematic procedure of collecting information in order to analyse and verify a phenomenon. The collection of information has been through two principal sources; they are:

- Primary Data
- Secondary Data

SOURCES OF INFORMATION:

PRIMARY DATA:

The primary data has been obtained from the employees of Deloitte, Hyderabad through the circulation of the structured non-disguised questionnaire.

SECONDARY DATA:

The data that has been already collected by someone other than the user and readily available from the sources is called Secondary Data.

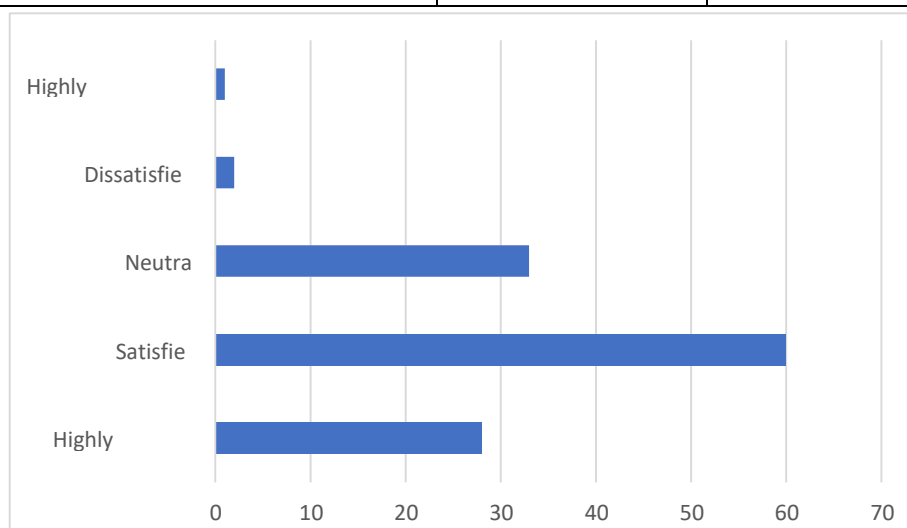
SOURCES

- Journals
- Text books
- Websites
- publications

4. DATA ANALYSIS & INTERPRETATION

1. RATE YOUR SATISFACTION ON THE USE OF GAMIFICATION?

S.no	Responses	Respondents	Percentage
1	Highly Satisfied	28	22.6
2	Satisfied	60	48.4
3	Neutral	33	26.6
4	Dissatisfied	02	1.6
5	Highly Dissatisfied	01	0.8

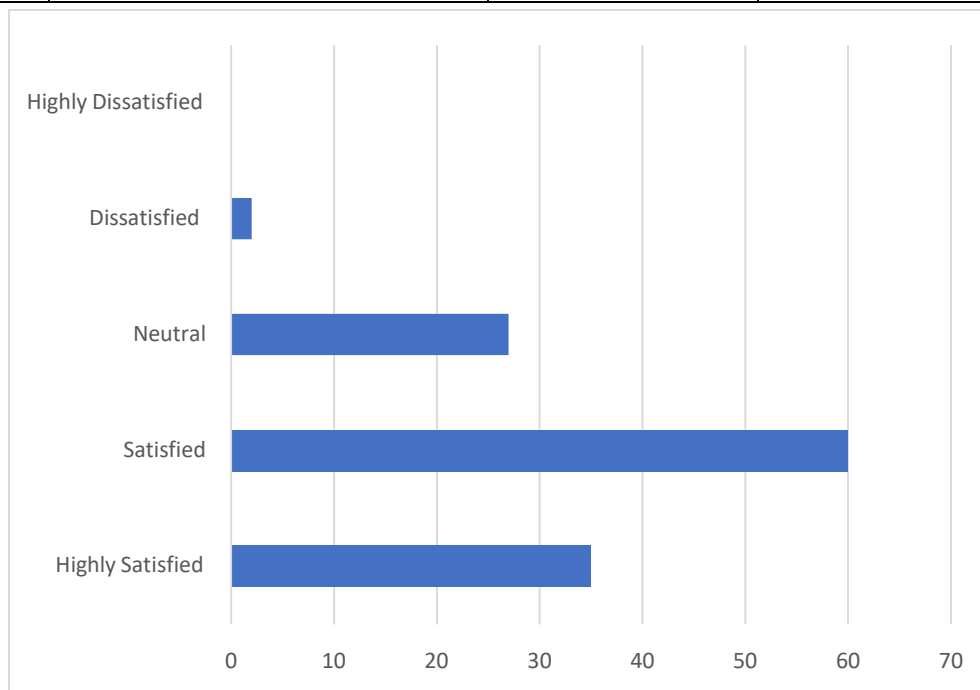


Interpretation and Analysis:

From the above chart it was noticed that 22.6 percent of the respondents are Highly Satisfied, 48.4 percent are Satisfied, 26.6 percent are Neutral, 1.6 percent are Dissatisfied and 0.8 percent are Highly Dissatisfied with the usage of Gamification.

2. AS AN APPLICANT FOR A JOB, HOW DO YOU FEEL BY BEING ASSESSED THROUGH A REAL PROFESSIONAL BUSINESS SITUATION RATHER THAN USUAL ASSESSMENT PROCEDURES THROUGH ADESIGNED SPECIFIC GAME FOR YOUR JOB REQUIREMENTS MEASURING YOUR SKILLS AND YOUR DECISION-MAKING PROCESS

S.no	Responses	Respondents	Percentage
1	Highly Satisfied	35	28.2
2	Satisfied	60	48.4
3	Neutral	27	21.8
4	Dissatisfied	02	1.6
5	Highly Dissatisfied	0	0

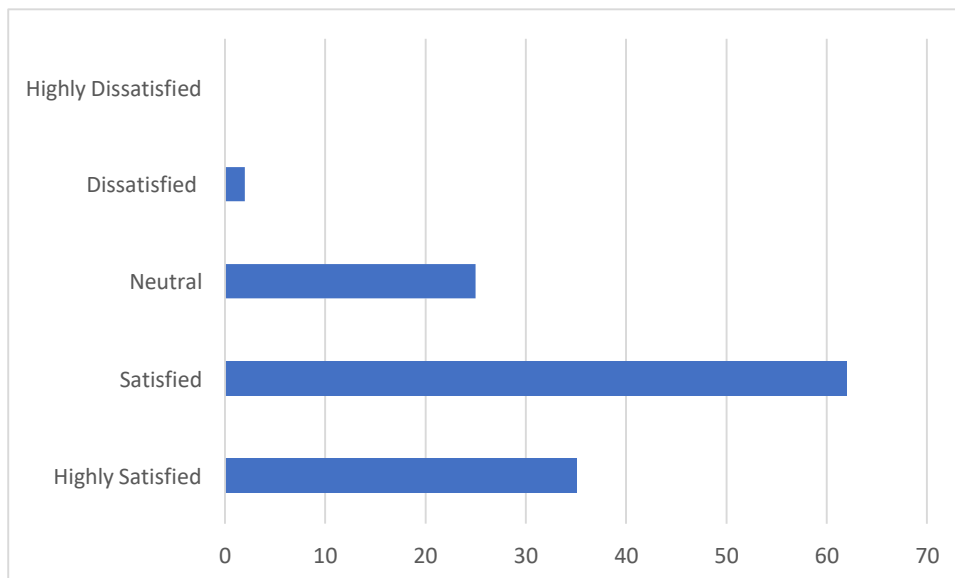


Interpretation and Analysis:

From the above chart it was noticed that 28.2 percent of the respondents are Highly Satisfied, 48.4 percent are Satisfied, 21.8 percent are Neutral, 1.6 percent are Dissatisfied and 0.8 percent are Highly Dissatisfied as being an applicant for a job.

3. JUST IN CASE YOU ARE IN RECRUITMENT INDUSTRY, WOULD YOU CONSIDER A GAME DESIGNED FOR YOUR BUSINESS ENVIRONMENT AS PART OF YOUR PROCESS OF HIRING AS PART OF THE VERIFICATION SKILLS “CONSIDER THAT GAME MATCHING YOUR NEEDS”. RATE YOUR SATISFACTION LEVELS.

S.no	Responses	Respondents	Percentage
1	Highly Satisfied	35	28.2
2	Satisfied	62	50
3	Neutral	25	20.2
4	Dissatisfied	2	1.6
5	Highly Dissatisfied	0	0

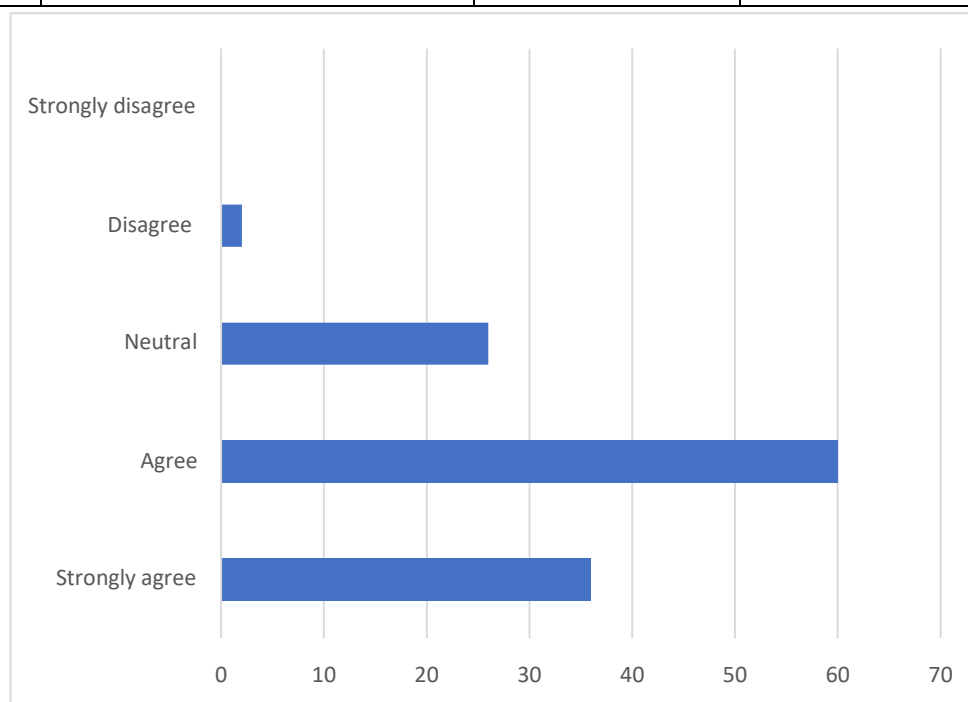


Interpretation and Analysis:

From the above chart it was noticed that 28.2 percent of the respondents are Highly Satisfied, 50 percent are Satisfied, 20.2 percent are Neutral, 1.6 percent are Dissatisfied as being a recruiter.

4. WOULD GAMIFICATION IN THE RECRUITING PROCESS CAN MAKE A COMPANY MORE DESIRABLE?

S.no	Responses	Respondents	Percentage
1	Strongly agree	36	29
2	Agree	60	48.4
3	Neutral	26	21
4	Disagree	02	1.6
5	Strongly disagree	0	0

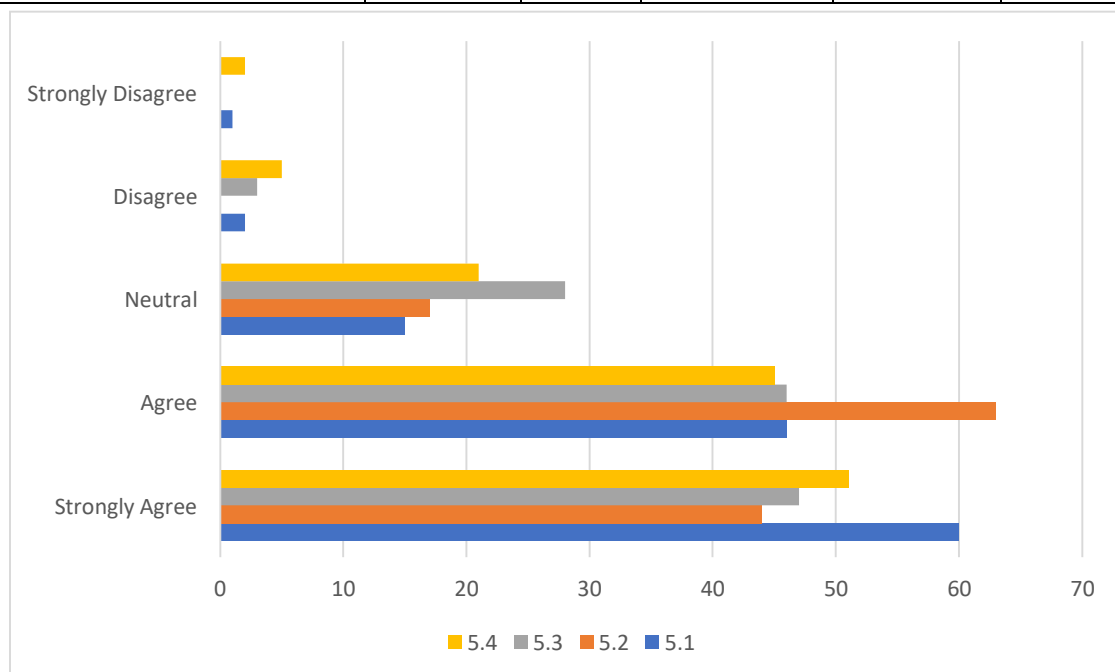


Interpretation and Analysis:

From the above chart it was noticed that 29 percent of the respondents are Strongly Agreed, 48.4 percent are Agreed, 21 percent are Neutral, 1.6 percent are Disagreed for using gamification in recruiting process.

5. HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT GAMIFICATION?

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5.1 Gamification can help in engaging learners.	60	46	15	2	1
5.2 Gamification can make learning more rewarding	44	63	17	0	0
5.3 Gamification can result in Higher completion rates	47	46	28	3	0
5.4 Gamification can improve productivity	51	45	21	5	2



Interpretation and Analysis:

Gamification can help in engaging learners

From the above chart it was noticed that 60 of the respondents are Strongly Agreed, 46 are Agreed, 15 are Neutral, 2 are Disagreed and 1 is Strongly Disagreed that gamification helped in engaging learners.

5. STATISTICAL ANALYSIS

S.no	Questions	Mean	SD
1	Rate your satisfaction on the use of gamification?	3.903226	3.45711
2	As an applicant for a job, how do you feel by being assessed through a real professional business situation rather than usual assessment procedures through a designed specific game for your job requirements measuring your skills and your decision-making process	4.032258	3.576356
3	Just in case you are in recruitment industry, would you consider a game designed for your business environment as part of your process of hiring as part of the verification skills "consider that game matching your needs". Rate your satisfaction levels.	4.048387	3.58986
4	Would Gamification in the recruiting process can	4.048387	3.592106

	make a company more desirable?		
5.1	Gamification can help in engaging learners?	4.306452	3.85838
5.2	Gamification can make learning more rewarding?	4.217742	3.743812
5.3	Gamification can result in higher completion rates?	4.104839	3.665445
5.4	Gamification can improve productivity?	4.112903	3.6983

6. CONCLUSION

Gamification in HR is referred to as the usage of game mechanics and game thinking in non-game scenarios like business processes and environment.

This process helps to improve the productivity in the organization by improving recruitment procedures to source the best talent and also this process helps employees keep engaging in the learning and development activities.

Gamification is a creative job which can help to think out of the box and helps in solving various problems. Gamification helps to make the companies more desirable by the candidates during recruitment.

7. REFERENCES

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