

A Study on Upshot of Human Resource Strategy Gamification in Retention Management

Dr. Mathiyarasan. M¹, Reena R²

¹Assistant Professor, Department of Commerce, Kristu Jayanti College

²Assistant Professor, Department of Commerce, Kristu Jayanti College

¹mathiyarasan@kristujayanti.com, ²reena.r@kristujayanti.com

Abstract: *Research study reveals that human resource practices can create value for organizations. Employees strive a lot in the organisation with the objective to support organisation to achieve its goals. Gamification is a digitized strategy to engage employees in a productive manner. Healthy competition through gamification promote the competent assets to perform extremely without stressing out much and enjoy the rewards for best performance. Gamification is a strategy which help employees stay contented with their professions, which can increase retention rates. Gamification for business uses game fundamentals to persuade employees to execute their best. It prompts employees to compete with their goals and team members. The present study is an earnest attempt to understand the impact of gamification in retaining the best talent and to study the role of gamification in emerging corporate. Retention is the best strategies adopted which in turn reduce the cost spend for hiring a new employee. Companies develop gamification strategies and methods to retain the best talent asset. The present study divulges the worth of gamification in emerging corporates.*

Key Words: *Gamification, Retention Management, Success, Corporate*

1. INTRODUCTION:

Retention Management will always endure to drive attentions in all emerging corporates. To recruit, hire, retain and develop talented assets, the organization should instrument innovative retention strategies. Corporates have been playing a significant role in world economic growth. The idea of gamification is systematically practiced in emerging corporates. Initially the dynamics and procedures of this concept were prominent in the field of tech savvy environment and later on practiced by other corporates as well. Few companies practiced the similar concepts into work life that were being developed within their games. Employees responded positively to the concept for being bestowed with rewards for their efforts. Gamification seems to be pathway for stress free workplace and thereby the employee can perform best to achieve the targets and key drivers for success. Gamification is a strategy which helps employees stay contented with their professions, which can increase retention rates. Gamification for business uses game fundamentals to persuade employees to execute their best. It prompts employees to compete with their goals and team members. The present study is an earnest attempt to understand the impact of gamification in retaining the best

talent and to study the role of gamification in emerging corporate. Retention is the best strategies adopted which in turn reduce the cost spend for hiring a new employee. Companies develop gamification strategies and methods to retain the best talented asset.

2. REVIEW OF LITERATURE:-

Initially the gamification model was practiced in marketing and later gained prominence in other areas (schoech,Boyas,Black,& Elias-Lambert,2013). Seed for research in gamification and the definition was coined by Deterding and his colleagues. Any concept require practical implementation to add value to its creation (Huotari & Hamari,2012). Deterding and colleagues limited their focus on usage of game elements and Houtari and Hamari opened the horizon on its practical implementation and its positive impact for overall value creation.

A comprehensive research was carried out to explore on this model and finally authors suggested that gamification concept will be effective when it is tagged with innovative motivational strategies like points, leaderboards, badges, levels, feedback, rewards and challenges which in turn helps to measure the cognitive outcomes. Likewise, time pressure, tasks and quests are introduced in a gamified design which results in cognitive stimulus. Researchers had undergone empirical studies to map the effectiveness of gamification. Field study was conducted for a period of 18 months to track the positive reaction among the employees, it was quite surprising to find when badges were given as part of gamification for best performance, it created a competitive spirit among the employees to fetch more badges and in turn increased the productivity of the organization (Hamari,2013).

Motivation is the best tool to persuade an employee to get the things done in an effective manner. Another study tried to experiment by applying games in series of job related task to implement the concept indirectly through intrinsic motivation. The hint of game was sensed right from setting the objectives of the task, planning out ways to achieve the objectives, here employees help the organization to achieve its goal without stressing out much and gets self-motivated through this gaming strategy to contribute to the success of the organization.

It is a proven fact that satisfied employees will always be focused towards deadlines and goals. Another study had made an earnest attempt to reveal that gamification mechanism in business can improve employee engagement and providing additional incentives can motivate the employees to be focused to help organization to reach higher heights.

Application of gamification is not limited to business concern; an extensive research was done by Sheth, Bell and Kaiser (2012) that this innovative strategy can be successfully practiced in education sector as well. HALO (Highly Addictive Socially Optimized Software Engineering) is a creative gaming platform which changed the perspective of undergraduate students of technical field in Columbia University, USA to learn the software testing techniques with enthusiasm.

(Simoes, Redondo & Vilas, 2013) has come out with a quite thought-provoking research article and this article stresses on the social gamification model in social learning platform utilized by future generation and moderators. Intention for empirical examination is in progress to analyze the effectiveness of this technique to improve motivational and learning caliber of young generation.

Bockle et al. (2017) had undergone a comprehensive literature research to investigate solution for challenges faced to adapt this technique. However, research gap exist to explore the impact of gamification on individual behavior. To throw more light on the impact we had undertaken this conceptual study to reveal the fact how gamification makes a behavioural change in an employee which bond the talented asset to stay connected with the organization for a long run.

Objectives of the Study:

1. To identify the impact of gamification in retaining the best talented asset in the organization
2. To study the role of gamification in emerging corporates.

Scope of the Study:

People can make or break the company. An organization should take calculative measures to keep the employees contented. Gamification is one such methodology to retain the competent. It is a technique that makes employees to take things in a competitive spirit and enjoy the workplace without stressing themselves. This technique creates an opportunities to learn as much as possible.

3. RESEARCH METHODOLOGY

A literature review approach is being adopted to indicate the noteworthy works on gamification. Literature review is implemented as it widens the horizon of competent in this field. Secondly the paper attempts to bring out the practices of gamification followed by companies now days. The benefits of gamification are given in the paper so that organizations not following this concept are also encouraged to do so. Suggestions and recommendations are given towards the end of the paper in order to make the companies rethink and to encourage them to implement this concept in their organizations.

Conceptual Background

Gamification: A Budding HR Innovation

People can make or break the company. There is an underlying notion that corporate means full of stress and anxiety. HR department chart out many techniques to keep the employees satisfied and competent. Employees are sole responsible to boost the image of the company and make the company to stay ahead of its competitors. One such modus operandi that directs the employees towards organisational goal is gamification technique. This technique has proven that employees feel better and work competently with the motive to pursue more reward in a fun way. Gamification is gaining prominence in emerging corporates like Domino's Pizza, Cisco, Samsung, Deloitte Leadership Academy, Microsoft, Google etc., It is a different platform for employees to get best score, rank and rewards as they progress in their proficiency.

Gamification is a stress free strategy that makes employees feel comfortable and work meritoriously in the corporate world. Talented assets are more engaged in a productive enjoyable, relaxed, and manageable way.

The Knack of Gamification

The word game is considered as fun and leisure and few people may misinterpret as a waste of time. This concept is purely a business- oriented to engage the employees in an innovative way. This technique can overcome monotony, boredom, fatigue, absenteeism etc., newly recruited candidate may stay connected with the organisation for a maximum of two years, candidates keep switching the company for career development which in turn create a huge financial loss for the company, so it is the need of the hour to reduce the attrition level by inculcating such novel technique. Organizational Development (OD) is a technique adopted to enhance the productivity of an organization where companies sometimes depend the external consultant to create positive impact in the organisation, in such case company pay a huge amount as a fee to the consultant. Gamification can be used as a cost cutting strategy to strengthen the financial position. Introduction of this concept makes employee to feel the sense of belongingness, commitment and support the organization in long run. Gamification practices constant positive opinion to enhance motivation. Any difficult task can be performed easily without much stress and strain. Music always refreshes our mind likewise gamification is a tactic to improve the cognitive skills. Games can easily construct a positive environment for career development. It spawns a competitive spirit among the employees to reach up the succession ladder.

Gamification and its Pragmatism

Fresh blood in an organisation can acquire new skills by inculcating the spirit of games in their career, which can enhance retention and better results. It can also boost employees to service the customer with more enthusiasm. Few companies fix the promotion based on number of satisfied customer that a customer service executive handle. Gamification creates cohesive team there by teams outperform to facilitate the organisation in achieving higher sales. Dissemination of information is vital in an organisation to keep informed each and every employee, teams can make use of different game strategy to share and acquire information from each other in spite of the location. Pragmatism of this concept been extended to inventory management, Product development as well. This innovative technique helps to nurture the culture of the company and employees explore challenges to encompass themselves in moulding the company culture.

Emerging Corporates and its innovative strategy

Emerging corporates like Domino's Pizza, Cisco, Samsung, Deloitte Leadership Academy, Microsoft,

Google are adopting this gaming strategy in their workplace.

By instigating the passion for playing games, employees are encouraged to solve the problems. Let's look at some insights of gamification pragmatism in corporate world. The concept of gamification is well streamlined in Cisco by introducing training program with forty six courses to mould the employees as social media masters. It was a real challenge for the company but it could work it out by inculcating healthy dose of competition and collaboration into earning social media certification and the outcome was by gamifying the training program, around 650 cisco employees have been certified with over 13,000 courses. To add on Deloitte introduced gamified elements like badges, leader boards and status symbols. Another achievement by Engine Yard is that gamification concept paved way for increase in productivity, better customer service and could experience tremendous drop down in customer complaints. Google's approach towards this concept was quite different, the company experimented this innovative concept for the timely submission of travel expenses when employees take an official trip. Microsoft built a "Language Quality" game, which

involved a very simple Silverlight application that let users view screens to check for language accuracy. Microsoft included intentionally poor translations to make sure its employees were actually paying attention. The outcome was around 4,500 users improved their translations. TELUS and Ford Motor Company's post implementation effect of this concept could experience enhancement in the rate of employee retention, profits and customer satisfaction. It's time to rethink on the strategies to get thing done by inculcating fun in the workplace. Employees feel stress free environment which in turn contributes to better productivity.

4. CONCLUSION:

Gamification is an effective tactic to create positive change in employee's behaviour and attitude towards work, to improve their motivation and engagement. The role of gamification in emerging corporates seems to reflect the success after practicing this concept. Overall, the future is still being written and to sustain in this competitive corporate world, talented assets should be retained by inculcating such innovative approach. This paper proves the fact that gamification has gained prominence in this era; technology will accelerate this one step ahead which makes it more pragmatic and wonderful workplace experience for all. The bottom line is that gamification is the foundation for stress free organization that bonds the employees to stay connected with their corporate.

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