

EXAMINING THE POTENTIAL OF GAMIFICATION TO IMPROVE THE HIRING PROCESS**Dr. Vinod Kumar Jangir¹ and Ishika Bothra²**¹Associate Professor, Department of Economic Administration and Financial Management,
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E-mail- ¹vjangir599@gmail.com, ²ishikazen@gmail.com**ABSTRACT**

This essay aims to discuss current perspectives on the gamification of business and investigate its possible effects on the hiring process. This article examines the potential connections between the use of gamified material and increased human resource productivity, as well as the precognitions that allowed gamification to receive public attention. The paper's primary concerns are the theoretical underpinnings of gamification's widespread economic impact and the most effective methods for employing gaming principles in the HR department. The research presents eight company case studies illustrating how they used gamification to improve their recruiting processes. It is also proposed that the degree of employee engagement may be increased by incorporating gamification into many facets of human resource management.

Keywords: Recruitment, Hiring process, Gamification.**INTRODUCTION**

The wide opportunities in the processes of research and solution of specific social and economic problems of an organisation, increase of its competitiveness, training and development of staff, in self-organisation, determine the sustained interest to the gaming techniques in the theory and in the practise of management. Outside of the company's personnel, Gabe Zichermann and Joselin Linder argued that including play in business operations would benefit both the company and its customers. In addition, A. Popov thinks that the job of a modern marketing manager would be impossible without the use of games to attract customers. Michael Hall stresses the need of psychotherapy approaches like NLP, behavioural and emotional therapy, reality therapy, and logo therapy for enhancing organisational effectiveness.

A company's ability to make the most of its human resources and its employees' time on the job can be improved via the use of gamification. One of the most crucial elements of productivity improvement is the increase in labour productivity, which is defined as the reduction of both indirect and direct labour costs. As a result, increasing productivity through increased labour productivity should be the primary goal of any gamification strategy. Most frequently, HR managers and line managers at all tiers utilise gamification to organise their teams' work.

LITERATURE REVIEW**Gamification**

The term "gamification" refers to the incorporation of game elements into traditionally non-gaming contexts (Deterding et al., 2011a). This commonly recognised definition makes it clear that "serious game" (the creation of a full-fledged game for non-entertainment reasons) is distinct from "gamified" applications that contain some (but not all) of the game design features. Game mechanics are rule-based systems that promote and assist player exploration of a given environment and the acquisition of knowledge about those qualities via feedback mechanisms (Cook, 2006). The importance of gamification in experience design is emphasised in other definitions. As described by Fullerton et al. (2004), for instance, game design entails first conceptualising the desired interactive experience, and then creating the game's rules and mechanics to achieve that goal. To evoke gamelike experiences and additional behavioural results, gamification has been characterised by others (e.g. Hamari 2013; Shneiderman 2004) as the practise of augmenting services with (motivational) affordances. Huotari and Hamari (2012) argued that gamification elicits similar emotional responses from users as do traditional games. There is a systemic component that describes the game's construction (such as the usage of game mechanisms) and an experience component that describes the human interaction and consequences inside the game, although the definitions place different emphasis on these two aspects. When the

following chain of effects occurs, the gamification concept and goals have been successfully implemented (Hamari et al., 2014; Pavlus, 2010). Game mechanics are used to trigger motivational affordances and create psychological outcomes to the users, which in turn lead to behavioural outcomes. This cascade of effects is known as the 'gamification engagement flow' (Xu 2011) or the 'total gamification engagement' (Reeves and Read 2009).

Finding new workers and getting them interested in working for the company are two of a recruiter's primary responsibilities. They should make sure that their cause has advocates in all departments of the company. This can only be accomplished by checking if the candidate's qualifications are a good fit for the needs and ethos of the company. Several advantages arise when Gamification is used in the hiring procedure. Companies may quickly exclude unqualified candidates by administering tests that target certain talents, such as time management, creative thinking, etc. Candidates are able to learn about the company and its rules while having a good time with this activity. By providing the candidate with a platform that is similar to the real work, gamification can help him perform better in the interview. In addition, it serves to disclose the candidate's true character and ability. The concept of gamification is appealing, and it has provided a fresh start for businesses. As a result, it contributes to the brand's credibility and legitimacy, especially among the younger demographic.

STRATEGY FOR USING GAMES IN HIRING

Any new technology or method comes with a high degree of uncertainty when first implemented. As a result, it is essential to do thorough analyses and consistent monitoring while creating any game for the recruiting process. Before using gamification in the hiring process, companies should take specific measures to protect sensitive data.

- First, think about your endpoints. Before implementing gamification in any part of your business, you need to know why you're doing it and how you'll know whether it's working. The likes and shares you see online are likely due to some aspect of Gamification. The final objective must be made very clear. Making a name for the company and getting people interested in its employment prospects are both part of this.

- Candidates should be encouraged to interact with the company's job pages and social media

profiles if Gamification is to be effective in the recruiting process. Content should be accessible, engaging, and fun in accordance with the tenets of game design.

- Using techniques like surveys and page ratings can boost user engagement with the site. In addition, it's important to design games so that they may interact with a wide variety of applicants from different parts of the world.

- Reveal the true contender: Gamification participation generates data in the form of in-game performance and feedback. The game should include a built-in feature that gives the employer insight into the player's character. This would help the employer eliminate candidates more quickly and provide him more information about the ones that were chosen.

GAMIFICATION IN RECRUITMENT: CASE STUDIES

Marriott International's My Marriott Hotel

Marriott International pioneered the use of a social media game to promote internal recruitment and engagement. The Facebook game "My Marriott Hotel" gives gamers the opportunity to manage their very own dining room. The players get to make decisions on the kitchen's workflow, staffing, ingredients, featured meals, and more. The game places players in different areas of a hotel, such as the kitchen, reception, guestrooms, etc., and assigns them timed tasks to do in order to earn points and unlock subsequent, more difficult gameplay. By incorporating suggestions from staff members, "My Marriott Hotel" conveys the idea that individual employees are what make Marriott International what it is. The My Marriott Hotel app helps current and prospective workers learn more about the hotel's operations. This helps to position working for their company and the hotel division in particular, as a viable career option. The game manages to entertain while also encouraging player participation and informing viewers about the company. Players who invest time in the game and get a taste of what it's like to work for Marriott International are more likely to have a favourable impression of the company and spread the word about it. Over half of the page's admirers are located in the United States, followed by Egypt and India. The company is advertising itself internationally by getting the game into 101 different nations.

Competition to Write Programmes for Google

Google hosts a global programming competition called "Google Code Jam." This competition was first held in 2003 to help Google find promising new engineers to hire. There is a collection of algorithmic puzzles that must be solved within a given time restriction as part of the competition. Any programming language and environment can be used by the participants to produce the desired results. In 2008, the competition attracted over 12,000 hopefuls from over 129 countries; the grand prize was worth \$10,500. Data represents the percentage of contestants that made it to the following round. Competition formats are denoted by different colours: In the yellow case, you run your code locally and then upload the results and the source, whereas in the blue case, Google takes over and executes your code in a distributed setting. According to Google, this is the first time a competition like Distributed Code Jam has been held, so now is your chance to make history by becoming the first person to win the tournament.

U.S. Military

The U.S. Army established a technological platform for creating first-person shooter (FPS) games in 2002 called America's Army. Colonel Casey Wardynski, Chief Economist and Professor at the United States Military Academy, conceived up this novel idea in 1999. Millions of men and women have expressed interest in joining the United States Army. About six years later, four mobile "Virtual Army Experience" units made their way to public events and retail centres. Within a decade of the idea's inception, the U.S. Army had transformed its expertise in training games into a preeminent

recruitment weapon. The America's Army platform has been used to develop several government training and simulation apps for the purpose of coaching and teaching U.S. Army personnel. At events like air shows, amusement parks, and athletic events around the country, the game has been used to provide applicants with virtual soldiering experiences. Xbox 360 and mobile app adaptations of the series are available through official licencing agreements. The Army spent \$12 million in 2010 to build a "Army Experience Centre" where it could test out new technologies.

CONCLUSION

In today's business environment, the most successful managers and companies are those who rapidly adopt innovative methods of human resource management and technology. The gamification of business processes and employee activities is a cutting-edge technological method for stimulating employees' ingenuity and optimising their contributions to the company's operations. Finding the different perspectives on the issue of gamification of labour processes and HR management in an organisation was made possible by study into the business climate of the Moscow Region. According to the results of the study, managers and regular employees' thoughts were not fully captured by the concept of gamification. The research and implementation of gamification need imaginative individuals with the authority (line management, HR-management) to initiate employee training in game approaches, hence enhancing gamification-based firms' activities.

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