
GAMIFICATION IN HR FOR ORGANIZATIONAL SUSTAINABILITY

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ABSTRACT

Organizational sustainability requires engaged, committed and happy employees and are therefore required to adopt new innovative ways of doing things. Gamification helps in creating emotions like fun, excitement and engagement associated with games in real world situations. It is about use of game elements and game thinking in non-game environments, and thus helps in developing creativity and in building relationships inside organizations. This paper suggests that Gamification in HR may help in increasing the employees' job involvement, loyalty and commitment along with problem-solving abilities. Gamification also helps to attract, motivate, induct, train, reward and engage employees and to retain the employees, and can be used to improve organizational sustainability.

Keywords: Gamification, Human resource management, Organizational sustainability
