

Usage of gamification theory for increase motivation of employees

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Abstract

© 2015, Mediterranean Center of Social and Educational Research. All rights reserved. Games have amazing ability to hold people's attention for a long time, build relationship, win recognition and develop creativity. Games can be considered as a sample of motivation and job involvement, so now we are trying to apply these techniques into the labor process. In the following article gamification term is given and history of gamification theory is analyzed. Besides problems of application of gamification method in sector of national economy are examined. Also analysis of the possibilities of implementation this theory to the Russian reality is presented.

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Keywords

Employment, Gamification, Motivation, Payment, Wage