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Kandlakoya (V), Medchal, Hyderabad – 501401

Gamifying Job Training on Employee Skills and Employee Engagement

A Mounika

Assistant professor

CMR College of Engineering & Technology

akulamounika11@gmail.com

K Visali

Assistant professor

CMR College of Engineering & Technology

Visalikirishna5@gmail.com

ABSTRACT

Gamifying job training involves incorporating game design elements such as points, badges, leaderboards. Gamifying explores the intersection of gamification and job training, focusing on its implications for employee engagement and skill development. Through a comprehensive analysis, it examines the relationship between gamified training methods and employee engagement levels within organizational contexts. Employing both quantitative and qualitative methodologies, the research delves into the impact of gamification on enhancing employee engagement metrics. By synthesizing existing literature and empirical evidence, it elucidates the efficacy of gamified approaches in fostering employee skill acquisition and sustained engagement. Findings from this study contribute to a deeper understanding of how gamification strategies can optimize job training initiatives, ultimately enhancing organizational performance and employee satisfaction.

Keywords: Gamifying, Job training, Employee engagement, Skill development, Organizational performance, Gamification strategies.

INTRODUCTION

Gamifying refers to the process of incorporating game design elements, mechanics, and principles into non-game contexts, such as education, training, or work environments, to enhance engagement, motivation, and participation. It involves leveraging aspects like competition, rewards, feedback, progression systems, and narrative elements to make tasks or activities more enjoyable and immersive, ultimately encouraging desired

behaviors or outcomes.

Job training refers to the process of equipping individuals with the knowledge, skills, and competencies required to perform specific tasks or roles within a professional setting. It typically involves formal instruction, hands-on practice, and experiential learning activities tailored to the particular requirements of a job or industry. Job training can encompass various methods such as classroom-based lectures, workshops, on-the-job training, simulations, and e-learning modules. Its primary objective is to prepare individuals for the demands and responsibilities of their designated roles, enabling them to contribute effectively to the organization's goals and objectives.

Employee skills refer to the proficiencies, abilities, knowledge, and competencies possessed by individuals within a workforce that enable them to perform their job duties effectively. These skills can encompass a wide range of areas, including technical expertise, problem-solving capabilities, communication skills, teamwork abilities, leadership qualities, adaptability, and creativity, among others. Employee skills are typically acquired through education, training, and practical experience, and they are essential for individuals to fulfill their responsibilities within an organization and contribute to its overall success.

Employee engagement refers to the emotional connection and commitment that employees have towards their work, organization, and its goals. It involves the extent to which employees are motivated, enthusiastic, and dedicated to contributing their best efforts to achieve the organization's objectives. Engaged employees are typically deeply invested in their work, feel a sense of purpose and fulfillment, and are willing to go above and beyond their job requirements. Job happiness, loyalty, productivity, and willingness to speak up for the company are important measures of employee engagement. Effective strategies for fostering employee engagement often include providing opportunities for growth and development, promoting a positive work culture, offering recognition and rewards, and facilitating open communication and collaboration.

Gamifying job training on employee skills and employee engagement" involves incorporating game-like elements, mechanics, and principles into the process of training employees to enhance their skills and engagement levels. This approach utilizes techniques such as points, badges, leaderboards, levels, and rewards to make the training experience more interactive, enjoyable, and effective. By applying gamification strategies, organizations aim to increase employees' motivation, participation, and retention of knowledge and skills, ultimately leading to higher levels of engagement and improved job performance.

Gamifying job training involves incorporating game design elements such as points, badges, leaderboards, and interactive challenges into workplace training programs. This approach aims to make training more engaging, enjoyable, and effective by leveraging the motivational aspects of games. Employees are encouraged to participate actively and continuously improve their skills through competitive and collaborative elements. By transforming traditional training methods into interactive experiences, gamification enhances knowledge retention, boosts employee motivation, and fosters a positive learning

environment. This innovative strategy not only improves training outcomes but also promotes a culture of continuous learning and development within organizations.

Employee skills refer to the abilities, knowledge, and competencies that individuals possess, enabling them to perform their job roles effectively. These skills can range from technical expertise and problem-solving abilities to interpersonal communication and leadership qualities. Gamifying job training is intricately linked to developing these skills, as it provides an interactive and immersive learning environment that encourages active participation and continuous improvement. By integrating game elements such as points, badges, and leaderboards, gamified training programs motivate employees to engage deeply with the material, practice new skills in simulated scenarios, and receive immediate feedback on their performance. This not only makes the learning process more enjoyable but also ensures that employees retain and apply their skills more effectively in real-world situations. Consequently, gamification transforms skill development into a dynamic and ongoing process, aligning employee growth with organizational goals.

Employee skills and employee engagement are closely related, as the development and application of skills significantly impact an employee's level of engagement in their work. When employees possess strong skills that are continually honed and recognized, they are more likely to feel confident, competent, and valued in their roles. This sense of achievement and growth fosters a deeper connection to their work, increasing their motivation and commitment. Conversely, engaged employees are more inclined to actively seek out opportunities for skill development, driven by a desire to excel and contribute meaningfully to their organization. Therefore, a synergistic relationship exists where enhanced skills lead to higher engagement, and increased engagement drives further skill acquisition, creating a positive cycle that benefits both the employees and the organization.

Gamifying job training involves integrating game design elements into workplace training programs to enhance engagement, motivation, and learning outcomes. This approach uses features such as points, badges, leaderboards, and interactive challenges to make training more dynamic and enjoyable. By turning learning into a game-like experience, employees are encouraged to participate actively and compete or collaborate with peers, leading to better retention of information and skills. Gamified training provides immediate feedback and rewards for achievements, fostering a sense of accomplishment and progression. This method not only makes the training process more engaging but also aligns employee development with organizational goals, ultimately leading to improved performance and productivity.

REVIEW OF LITERATURE

Michael B. Armstrong, Richard N. Landers (2017)

Gamification has become increasingly common in employee training. Our scientific understanding of gamified learning has expanded concurrently. To close the research–practice gap, there aren't many resources that offer detailed suggestions for using science-based gamification in staff training. This paper

aims to discuss the state of science about gamification and how it might be applied to improve web-based employee training in a practical way. First, because gamification is commonly misunderstood, what gamification is in the context of training. Second, research on the efficacy of gamified learning in relation to training design is evaluated, as gamification is frequently misused.

Anchal Gupta, Gomathi (2017)

The idea behind gamification is to take advantage of people's natural tendency to engage in game activities and apply it to the workplace in order to increase employee engagement. Because game dynamics and mechanisms are intended to push players beyond the activation threshold, they have the power to positively impact human behavior. Among the game mechanics designed to manipulate player behavior and desires are achievements, appointments, and bonuses. The applications of Gamification range from being useful in the internal organizational processes of recruitment, employee recognition, employee performance, wellness and safety as well as customer oriented applications of increasing consumer involvement and satisfaction, and strengthening brand loyalty.

Marcelo Pereira , Marcelo Oliveira (2018)

We were able to investigate elements of the teaching-learning process using interactive and cooperative approaches to increase understanding of the process thanks to the combination of lean practices and the gamification process teams and, so to speak, the organization. This work's case study aims to present the tangible outcomes of the implementation of gamification processes, which enabled the development of automated document control systems and self-assessment procedures within the context of productive processes, as well as interactive training, as a component linked to the lean practices implemented by the study's target company.

Richard N. Landers ,Elena M. Auer (2019):

An investigation into the gamification of adult education gamifying staff development and training. They focused on output and game elements of employees. Muhammad Shoaib Farooq, Adnan Abid (2020) The recruitment, engagement, and training of the employees are among the core and critical roles for running an organization successfully. Gamification has shown to be a useful technique with a wide range of creative applications for different fields. In addition to examining the most recent research on gamified approaches to hiring and job training issues, a taxonomy of gaming components according to their context of application in various contexts has also been proposed. In a similar vein, the gamification concept for creating gamified problem-solving has also been introduced.

Ergle, Daina (2019)

Employee Engagement stands out as one of the most significant measurements for Human Resource Management efficiency. Companies will undoubtedly look into and implement some of the new tools and

strategies that react more effectively to engagement triggers of the younger generation as more representatives of that generation enter the workforce. generations Y and Z. At AirBaltic Corporation in Riga, Latvia, management has been trying to foster engagement of the workforce through the introduction of a business game, called Forecaster.

Muhammad shoaib Farooq (2019)

A study on gamification for recruitment and job training: model and challenges. centered on employee training and gamification engagement.

Abdul Basit Zubair Hassan (2020)

The aim of this study is to investigate how gamification affects work performance and employee engagement among Malaysian employees of IT multinational corporations. additionally to investigate how employee engagement mediates the link between gamification and worker performance. Lastly, to investigate how gamification influences the relationship between worker engagement and worker performance in a moderating way.

Magioli Sereno, Huat Bin (2021)

This research adds to the body of knowledge comparing the effects of traditional and gamified training programs in the banking industry. One of the most important parts of improving work performance in businesses is on-the-job training. Thus, by employing a case-based approach rooted in nonlinear and contrarian case analysis, this research investigates the impact of gamified training on human resource development. According to a global empirical survey of 388 banking workers, complexity theory and configural analysis work together to offer insightful information on the results of both traditional and gamified training methods.

Siti Fadzilah Mat Noor, Noraidah Sahari (2022)

Lockdowns, when workers are expected to work from home or attend training, have been enforced by governments across the globe to stop the COVID-19 epidemic from spreading. However, several issues including lack of employee engagement hinder the effective delivery of online corporate training. research has been done to identify suitable game elements for the gamification of corporate online training.

Ausrine ciplyte ,Edita (2022)

A study on gamification as an innovative instrument for employee engagement. They focused on gamification, motivating employees, employee growth ,leaderboards, tasks, levels.

RESEARCH GAP:

There are various studies based on gamifying job training that have primarily focused on the effects on employee learning and skill acquisition ,employee satisfaction with limited exploration into Its impact on employee engagement. The research aims to bridge the gap by investigating the relationship between

gamified job training and employee engagement specifically, it contributes a deeper understanding of how Gamification strategies can not only enhance learning outcomes but also foster higher Levels of employee engagement, ultimately leading to a more motivated and productive workforce.

OBJECTIVES OF THE STUDY:

1. To examine relationships among gamifying job training and employee engagement.
2. To investigate the impact of gamify job training on employee engagement.

HYPOTHESES OF THE STUDY:

3. **H0:** There is no significant relationship among gamifying job training and employee engagement.

H1: There is a significant relationship among gamifying job training and employee engagement.

4. **H0:** There is no significant impact of gamify job training on employee engagement.

H1: There is a significant impact of gamify job training on employee engagement.

SCOPE OF THE STUDY

The study explores how gamifying job training impacts employee engagement and skills. While past research has focused on learning, skill acquisition, and satisfaction, the effect on engagement is less understood. The research aims to fill this gap by analyzing how gamified training fosters higher engagement. By examining this relationship, the study highlights the broader benefits of gamification, such as creating a motivated and productive workforce. The findings will offer valuable insights for organizations on implementing effective gamification strategies to enhance engagement and performance.

RESEARCH METHODOLOGY

The precise steps or methods used to find, pick, process, and analyze data on a subject are known as research methodology. How to define the research problem, what kind of data should be collected, and how to evaluate the findings. The main objective is to assess how the gamifying job training affects employees skills and employee engagement to ascertain the connections between the components of the rewards , enhancing knowledge , points, badges , recognition and transparent communication.

Sample Size:

In this study the sample size is considered as 105.

Data collection:

The study collects primary data from employees through questionnaire and secondary data is collected from different websites.

Correlation:

The amount that two or more variables fluctuate in relation to one another is shown by a statistical metric known as correlation.

Regression:

A regression line shows the relationship between any number of separate data points. It shows the effect of the dependent variable y and the independent variable x in the presence of a linear pattern.

OBJECTIVE 1 : To examine relationships among gamifying job training and employee engagement.

2.5 Correlation of Employees motivation level and Gamification elements.

This analysis reveals the correlation between Employee's motivation level and Gamification elements, Through the utilization of primary data collected from a sample size of 105 employees working in YASH Technologies.

Employee's motivation rating scale:

Very motivated - 5 Somewhat motivated - 4 Neutral - 3

Somewhat unmotivated - 2 Very unmotivated - 1

Gamification elements rating scale:

Gamification elements - 1

No Gamification elements - 0

Correlation:

The calculated correlation of the data is **0.4071**

Source: Compiled data

The above calculated correlation coefficient of YASH Technologies employees reveals a positive correlation (0.4071) between the presence of gamification elements and employee motivation levels. This moderate correlation suggests that incorporating gamification into workplace activities is associated with higher motivation among employees. Consequently, integrating such elements could be a beneficial strategy for enhancing employee engagement and motivation.

OBJECTIVE 2 : To investigate the impact of gamify job training on employee engagement.

Multiple regression analysis of the Gamification elements on gamifying training of YASH Technologies Employees.

This analysis reveals the multiple regression of the Gamification elements on gamifying training of YASH Technologies Employees, through the utilization of primary data collected from a sample size of 105 employees at YASH Technologies

Gamification training rating scale:

Positive impact - 1 Negative impact - 0

Gamification elements rating scale:

Very Interesting - 5 Interesting - 4

Somewhat Interesting - 3 Not Interesting - 2

Regression Statistics of Gamification elements on gamifying training

Regression Statistics	
Multiple R	0.369914
R Square	0.136837
Adjusted R Square	0.093243
Standard Error	0.436446
Observations	105

Source: Compiled data

ANOVA of Gamification elements on gamifying training

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	5	2.9896	0.5979	3.1389	0.0113
Residual	99	18.8581	0.1905		
Total	104	21.8476			

Source: Compiled data

Summary Statistics of Gamification elements on gamifying training

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.7316	0.8986	1.9271	0.0568	-0.0514	3.5145	-0.0514	3.5145
Points and scoring	0.0708	0.0658	1.0746	0.2852	-0.0599	0.2014	-0.0599	0.2014
Badges and achievements	0.0551	0.0735	0.7495	0.4554	-0.0908	0.2010	-0.0908	0.2010
Leaderboards	0.1212	0.0768	1.5791	0.1175	-0.0311	0.2736	-0.0311	0.2736
Quizzes and challenges	-0.0730	0.0802	-0.9096	0.3653	-0.2322	0.0862	-0.2322	0.0862
Storytelling and narratives	-0.1761	0.0822	-2.1432	0.0346	-0.3391	-0.0131	-0.3391	-0.0131

Source: Compiled data

From the above table ,shows that the impact of gamification elements on training outcomes among 105 YASH Technologies employees indicates a modest correlation (Multiple R = 0.3699). The R Square value of 0.1368 suggests that 13.68% of the variance in training outcomes can be attributed to the gamification elements. The ANOVA results confirm the model's statistical significance (F = 3.1389, p = 0.0113). Among the individual gamification elements, only storytelling and narratives had a significant negative coefficient (-0.1761, p = 0.0346), indicating a negative association with training outcomes. Other elements like points and scoring, badges and achievements, leaderboards, and quizzes and

challenges did not show significant impacts.

FINDINGS OF THE STUDY :

1. The study shows gamifying job training enhances the employee performance and technical quizzes in organization.
2. The study denotes Employees enhance their knowledge through gamifying job training and developing new skills.
3. Participating in the gamifying job training shows that employees get rewards and recognition , and also reduce stress relief by allowing them to focus on their work.
4. Demonstrated Gamified job training instantly boosts employee engagement, employees those who are Participated in gamifying are highly motivated and interested in training activities which gives a positive environment.
5. The study indicates Gamified job training enhances the acquisition and retention of skills, when gamification elements such as points, badges, and leaderboards were included.
6. Based on the study Employees find gamified job training more enjoyable and satisfying, Many respondents expressed a positive feedback for gamified methods over conventional training, like interactivity and the challenge level.
7. It denotes that Gamifying job training shows a correlation between gamifying employee skills by increasing productivity. Employees who participated in gamified training programs have reported high job performance and great efficiency in their tasks.
8. There is a positive correlation between Gamifying job training and employee engagement, employees are Engaged and satisfied with their training experiences and more likely to stay with the company.
9. It shows that Gamified job training may lead to positive behavioral changes in employees, such as increased participation in voluntary training programs, active learning, and a greater willingness to take on new challenges.
10. According to the study, gamifying job training factors have a positive influence on the employee skills and also the overall employee engagement.

SUGGESTIONS OF THE STUDY:

1. It is better practice if a point and badge system is used to recognize and reward employee progress and milestones in training.
2. Creating leaderboards to display top performers which motivates employees to engage more actively in their training.
3. Providing incentives such as gift cards, extra time off, or bonuses for employees who excel in gamified training activities.
4. Encourage high achievers in team meetings to boost morale and to participate.

5. Develop training content by taking employee feedback for an interactive and engaging way to enhance the learning experience.
6. Changing the difficulty of training activities to match the skill levels of employees to keep them motivated and challenged to learn.
7. Include the elements that reduce stress, allowing employees to focus better and enjoy the training process in a better way.
8. Implement a culture where employees are motivated to join training programs on their own, enhancing their engagement.
9. Collect feedback on the training programs and make improvements based on employee suggestions to keep the content relevant and effective.
10. Introduce activities that require teamwork and collaboration to strengthen team bonds and enhance learning outcomes.
11. Ensure that the training atmosphere is encouraging and supportive, making employees feel valued and motivated.
12. Monitor key performance indicators to assess the effectiveness of gamified training on employee productivity and engagement.

CONCLUSION OF THE STUDY:

The study on gamifying job training on employee skills and employee engagement at YASH Technologies concludes that significant potential of gamification in enhancing employee skills and engagement, findings that incorporating game elements like points, badges, leaderboards, and interactive content can transform traditional training methods into more energetic and effective learning experiences. Employees show higher levels of motivation, satisfaction, and knowledge retention when engaged in gamified training programs. Gamified training offers numerous state benefits, its favorable result depends on thoughtful design and ongoing updates based on employee feedback. As organizations increasingly adopt gamification strategies, they can expect not only enhanced training outcomes but also a more engaged and loyal employee base, driving overall organizational success.

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