

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

MALYSHKA Alexandr Dmitrievich

GAMIFICATION AS A HR MANAGEMENT TOOL

Graduate Thesis

ABSTRACT

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Scientific adviser:
Tatiana V. Kupchinova
Doctor of Philosophy in Sociology,
Associate Professor

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ABSTRACT

The object of the research is gamification, its concept, tools, and mechanics. The subject of the study is the possibilities and features of using gamification as a personnel management technology. The aim of the work is to assess the potential and identify the peculiarities of gamification as a personnel management technology. The methodological basis of the thesis includes general scientific and specific scientific methods such as analysis, synthesis, induction and deduction, generalization, systems approach, and survey.

As a result of the research, the possibilities of gamification as a personnel management technology were identified and evaluated, and the peculiarities of building a personnel management system using gamification were revealed. The following results were obtained during the writing of the thesis: the history of the development of the term "gamification" was periodized, the content of the main principles and tools of gamification was disclosed, the concept of "gamification" itself was characterized, the stages of gamification development and implementation in personnel management processes were described, areas of gamification application were identified, and an online survey of Belarusian HR specialists was conducted to describe and systematize their experience in using gamification in personnel management. The research revealed specific features of creating a personnel management system using gamification, which allow for effective problem-solving for companies or organizations.

The scientific novelty of the research lies in the demand for systematically organized data on the peculiarities of building a personnel management system with the implementation of gamification, as well as the evaluation of its effectiveness. Knowledge of gamification tools and their application areas will help better address personnel motivation and more effectively solve company or organization tasks.

Key words: gamification, gamification tools, personnel, personnel management, personnel motivation, employee training, employee adaptation, HR specialists, HR specialists' experience.