

ABSTRACT

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The dissertation focuses on the utilization of gamification in organizations within the context of human capital development. The primary objective of the study is to create a methodology for implementing internal gamification within an organization.

The work is divided into five parts: chapters 1-3 constitute a literature review, chapter 4 encompasses empirical research, and chapter 5 presents a proposal for implementing gamification in organizations as a tool for human capital development.

In the first chapter, a review of human capital management concepts is conducted, specifically in the context of attitudes and behaviors of employees. The second chapter introduces the theoretical foundations of constructing persuasive technologies and their use in shaping attitudes and behaviors. The third chapter deliberates on the implementation of internal gamification within an organization.

Chapter 4 describes the conducted empirical research regarding the utilization of gamification in human capital management. Research hypotheses addressed the impact of the gamified solution's construction on knowledge transfer, the advantages of specific user archetypes in gamified solutions within large organizations, and the relationships between archetypes and their preferred dynamics in solutions incorporating gaming elements. A purposive sample of organizations that implemented gamification for employees was selected for the study. Qualitative research involved in-depth interviews with individuals involved in the implementation and analysis of project documentation for seven gamification projects. Subsequently, quantitative research was conducted on a sample of 148 employees from these organizations, using a research questionnaire to verify the formulated hypotheses.

The conducted literature and empirical research served as the foundation for developing a methodology for implementing gamification solutions in organizations, which is presented in Chapter 5. This methodology proposes five implementation stages, outlining phases, actions, and recommended tools and methods for use during the implementation process.