

Main goal of following project is defining how to stimulate employee engagement. Project aim is to deeper current knowledge about gamification design by researching how gamification designer are executing their knowledge and skills. Gamification is the use of game elements and game mechanics in non-game contexts (Deterding 2011).

Research problem in the project is change of employee engagement while their repetitive work in IT environment. Research will focus on constructing multiple case study of gamification designer perspectives and reception of gamification solution by employees.

Due to applied methodology results of the project will have double influence on development of work environment. First effect is addition to the knowledge base connected with the problem and its solution. Results of the project may be good starting point for further research of employee engagement, building of management information systems or use of gamification in management.

Research effects will be published in open-access journal and on dedicated website. Research results will be presented at least at one international conference.