

## Chapter 13

# Performing Enterprise Architectures Through Gamified Business Models

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### ABSTRACT

*The profitability of performance and the reduction of turnover are the main challenges of the big companies of the professional services sector. While it is not always possible to achieve all the goals of the large multinationals in each country, it is necessary to assess their development in order to do so. In this way, the steps are identified, going to the new version of new business models, under an organization perspective that can be accompanied by interesting results with a different structure. However, for the sake of management, in order to ensure the cohesion between the teams, it is necessary to create mechanisms for obtaining high income, in order to support the enterprise architecture and the intended business model, which highlights the use of the concept of gamification as one of these mechanisms. This chapter aims to review the literature on the use of architectures and performance demonstrations. In addition to using the gamification concept, the profitability of capital invested in different business activities and the improvement of employee engagement are used. It is intended to consolidate good practices for the implementation of architectures through business models.*

## **INTRODUCTION**

The rapid evolution of technology, as well as the adaptation of the digital universe, has infiltrated over-time into many aspects of everyday life. Advances and progress in this field have brought simplicity and automation in different industries, from industry to professional services to education. According to Mchucha et al. (2017), activities that in the past would take days or even months to be completed, now they can be finished in hours, or even minutes. The advancement of technological know-how and its application have resulted in a greater efficiency in the delivery of the product and its placing on the market.

The role of a company in the context of value creation is to support customer processes by providing them with resources, as considered by Huotari and Hamari (2017). At the same time, and in a perspective of maximizing results, it is necessary to gauge the business model in practice, in order to build a complete assessment. According to a study carried out by Siegfried et al. (2018), focused on the implementation of quality improvement activities in the processes used in public health, it is possible to achieve positive changes in different departments, in which the related tasks are performed in a more effective and efficient way. In this context, after the implementation of such activities, we have been able to use the information flowing between different departments that share the same processes to infer decision making at a higher level. Although each department has a unique nature, which is one of the limitations identified in the research in question, the data gathered showed that there is a greater amount of changes in management with a stronger quality improvement culture among the different health departments.

In recent years, the concept of gamification, related to the conversion of tasks into games of a game, has gained considerable attention, not only in the design of services, but also in the operationalization of these, being such an example of the typology of resources mentioned above. Here, it is possible to use games as service systems composed of operative and operational resources, but there is no exact definition for such. According to Huotari and Hamari (2017), the definition given to the concept of gamification highlights four important aspects: i) affordances, ii) psychological mediators, iii) goals and iv) context. Although we can identify different types of actors in play, the author considers the concept as a communicative scenario in a given environment or service, with a perspective of testing different theories of marketing, assigning to the consumer the role of provider of a certain service, where a win-win model is created.

This paper summarizes a literature review on redefinition of gamified business models, using business architectures that support them, and is structured in five sections: i) Introduction, ii) Enterprise architectures and frameworks in a performance management context, iii) Gamification: How to use this concept in order to boost business activities?, iv) Defining gamified business models and v) Conclusions.

## **ENTERPRISE ARCHITECTURES AND FRAMEWORKS IN A PERFORMANCE MANAGEMENT CONTEXT**

There are many frameworks used in monitoring help in the development of digital and physical products, such as dashboards and temperature or gases sensors, among others. Dashboards are the oldest, whose concept emerges in the early 20th century in France such as on-board computers. Even today, French cars are the first, from the mid-low range, to present high technology behind the wheel. (Yigitbasioglu and Velcu, 2012) Although the dashboard projection spectrum encompasses an extensive universe of

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