


Chapter 3

Gamified International Human Resource Management in the Metaverse

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ABSTRACT

This chapter covers the application of gamification in IHRM in the metaverse and the associated issues in this particular virtual environment. The study focuses on exploring the possible means of improving communication, training, and multi-country cooperation through using the game-based methods in the context of a multinational staff. This paper uses a case study analysis of academic and employing organizations and a review of the literature to establish trends in the application of gamification in the enhancement of discrete areas of human resource management particularly recruitment, training and performance management. Some of the key discoveries suggest that gamification creates motivation and cultivating culture of inclusion though embracing technologies has its drawbacks. Finally, the chapter argues that proper gamified IHRM practices can make a considerable impact on workforce shifts and stresses distant cultural sleight adjustments and continuous technological advancements to harness optimal outcomes in the metaverse.

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1. INTRODUCTION

Technology has however brought changes in human resource management as firms seek to engage and manage a global workforce. Drawing on the notion of gameful thinking, this chapter explores the idea of gamified IHRM in the context of a metaverse or a virtual space that provides increased opportunities for communication and cooperation (Rozak et al., 2023). It is important for organizations that would like to exploit the utilization of gamification and virtual environments to enhance the employee dynamics and performances to understand the integration..

A globalized and remote-digitalized workforce has demanded a significant change in HRM practices. Automation of HRM processes has changed, especially on remote recruitment, training, motivation, and cross-border employee management. This is a significant change in the functioning and thinking of HRM about its role. From such developments as artificial intelligence, virtual reality, and the metaverse, the fundamentals in the way HR works are being changed as well as new opportunities arising in workforce management (Aydin, 2024). With the metaverse, however, there is an ever-present virtual space spilling over into the real world in an entirely new fashion, allowing employees to be granted extraordinary opportunities to network, cooperate and learn. In tandem with this continuous digital reality, organizations are adding gameful approaches and gamification to HR practices with a view to increasing engagement, motivation, and performance.

Point scoring, award of badges, and leaderboards are part of the gamification strategy. HRM adoption has been realized through the use of gamification, with possibilities of turning routine processes into more exciting ones. Whereas former motivations are bound to be oriented on a single type of motivator, gamification takes into account both intrinsic and extrinsic drivers. Research in academia confirms that using gamification in HR processes greatly increases workers' engagement levels and business results. For example, the gamification of onboarding, training and performance management allows for a more interactive environment, allows for faster skill development, provides real time feedback and promotes adaptive team work. Primarily from the psychological perspective, gamification is the most effective one as it is aimed at promoting achievements' motivation, encouraging one's competitiveness, as well as contributing to the continual growth of somebody's character. Such aspects are major driving forces in professional groups.

When metaverse is included into gamified HRM, organizations are provided with an ability to create global digital workspace in which employees are empowered to use it to connect and work together efficiently. Employees can immerse themselves into simulations as avatars, work in animated virtual team building exercises, and participate in real time simulations that recreate real world situations. Companies can create HR platforms that promote not only a physical presence but also world-

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