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Games for Business

Humanity has been playing games for more than thousand years. Children play games for learning something about the world and imitating adult's activities. Adults use games for entertainment, competitions in physical skills and knowledge. The most well-known example of using games for the solution of serious tasks is business games.

Points and rewards can be earned for demonstrating behaviour that improves the quality and results of the business game.

Gamification is seen as:

- “...the use of game design elements in non-game contexts” [1];
- “...the process of using game thinking and mechanics to solve problems and engage audiences” - Gabe Zichermann [2].

Nobody will argue that gamification is being widely applied for various business needs. According to analysts, a rise of gamification evolution is expected. This forecast is based on the official statistics from the website of "The World Bank" [3]:

- gamification market, currently estimated at around \$100 million, will grow to more than \$2.0 billion by 2015;
- the enterprise represents the largest vertical segment of the gamification market, accounting for nearly a quarter of the market;
- gamification vendors report that 47% of client implementations are for user engagement, with brand loyalty accounting for 22% and brand awareness 15%;
- breakdown of the gamification market (consumer market is 62%; enterprise market is 38%);

System analysts predict a great future for gamification: 1 billion gamers are set to join the market in the next 10 years. They will be getting more and more mobile and especially in the emerging markets.

References:

1. Deterding, S., Khaled, R. et al. Gamification: Toward a Definition. - CHI 2011, May 7–12, 2011, Vancouver, BC, Canada. ACM 978-1-4503-0268-5/11/05. [Electron resource]. – Режим доступа: <http://gamification-research.org/wp-content/uploads/2011/04/02-Deterding-Khaled-Nacke-Dixon.pdf>
2. Zichermann, G., Cunningham, C.. Gamification by Design. O’Reilly, Sebastopol 2011, ISBN: 978-1-4493-9767-8. [Electron resource]. – Режим доступа: <http://it-ebooks.info/read/570>
3. Website of “The World Bank Group”. [Electron resource]. – Режим доступа: <http://www.worldbank.org>