

Gamification to Stimulate Engagement in Tacit Knowledge Transfer - State of the Art

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Abstract

As we are living in a knowledge-industry era, knowledge is becoming the ultimate competitive advantage. There is two kinds of knowledge: Explicit Knowledge (codified knowledge that can be transferred in formal method or system), and Tacit knowledge (unarticulated, intuitive and non-verbalized knowledge that is learned in collaborative experiences). Many studies revealed that despite having a large number of tools and process to collect, classify and disseminate knowledge, there is still a lack in knowledge retention and transfer due to several factors. Indeed, the lack of time, competency and motivation either to identify, externalize or share knowledge, make the knowledge transfer inefficient, especially for tacit knowledge. In this paper, we focus on the Tacit knowledge transfer and the problem of users engagement in the tacit knowledge transfer process. We intend to include a literature review about tacit knowledge transfer and key success/fail factors, and explore the main role of motivation and engagement factors to well manage Tacit Knowledge Management (TKM) cycle, by changing behaviors to incite users externalize their tacit knowledge. We seek to explore also in this study, opportunities that can Gamification bring to make tacit knowledge transfer more efficient by changing efficiently the employees behavior.

Keywords

Tacit Knowledge, *Gamification*, Serious Game, state of the art, behavioral change

Biography

S. Abdessettar is a full time student at the PhD school of the École de Technologie Supérieure (Québec-Canada). He has a computer engineering diploma since 2001 from ENSIAS (Rabat-Morocco), and an MBA from HEC Montréal (Québec-Canada) in 2008. After over thirteen years in different industries and different management level positions, he is now focused in his doctoral studies and particularly interested in engineering and innovation management.

M. Gardoni is professor and director of the innovation management program at ÉTS (Québec - Canada) and acting director of the PhD school. He was professor at INSA de Strasbourg and INP Grenoble (France) and Co-Director of the "French-Chinese PLM Centre for Innovation" in Tsinghua University, Beijing, China. He is engineer in industrial engineering and has done his PhD in EADS (European Aeronautic Defence and Space Company). His research interests include methodologies of creativity-innovation and knowledge management.