

Readiness to Adopt Gamification in Human Resource Activities: A Study in Selected Manufacturing Companies

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Abstract

Human Resource (HR) technologies, despite being developed rapidly in recent years, has not been fully utilized in developing countries. Although many large companies are migrating into second generation technologies which include cloud-based solutions, medium and small sized companies are still are the stage of digitalizing their HR activities which include gamification. Gamification refers to the use of game machine and game to improve employees' engagement in areas of skills development, recruitment, and employee training. However, the use of gamification in HR activities among manufacturing companies has not been examined and their readiness is not accurately gauged. Therefore, this study aimed to descriptively explore the current use of gamification in HR activities and selected manufacturing companies' readiness to adopt gamification in HR activities. A total of thirty-two manufacturing companies participated upon selection of sample using purposive sampling. Technology Readiness Index (TRI) by Parasuranam (2000) was used to measure companies' readiness to embrace gamification in their HR activities. Although majority of companies (56.3%) has never heard about gamification, 68.7% have the intention to implement gamification in their HR activities. It is found that the less the number of employees a company has, the less incline they are in the use of gamification. In terms of technology readiness, Insecurity has the highest mean of 3.63 followed by Optimism (M=3.54), Discomfort (M=3.38) and Innovativeness (M=3.26). Overall technology readiness index is 3.45 which is moderate. This finding contributes to our existing understanding on the extent of manufacturing companies' readiness to use gamification in their HR activities.

Keywords

Gamification, Human resource activities, Manufacturing industry

Biography

Nor Hazana Abdullah is currently a Director for Center of Leadership and Competencies in Universiti Tun Hussein Onn Malaysia. She was previously worked as an HR practitioner for eleven years before joining the academia for the past 14 years. Her expertise is not limited to HR only, but include organizational behavior, human analytics, technology-people-organization fit and innovation management. She is the principal researcher for Technology and Innovation Management research group.

Khor Jin Yie Khor Jin Yie work as a production planner at Amphenol TCS (M) Sdn Bhd is a US Fortune 500 Company and one of the largest manufacturer of interconnects products in the world, listed in NYSE & a US\$8 billion company and her main responsibility include capacity planning and inventory control.

Nor Aziati Abdul Hamid is currently an Associate Professor and Principal Researcher at Industry Centre of Excellence for Rail, Universiti Tun Hussein Onn Malaysia (UTHM). She is actively involved in rail project research and consulting services involving electrification systems and underwent professional RAMS certification with TUV. Her research interests include railway operation & maintenance, quality assurance, big data analytics, IoT and system development. She has been appointed as Ministry of Transport Advisory Panel for Railway Safety under System Safety Assurance cluster.

Eta Wahab is an assistant professor of Technology Management at Universiti Tun Hussien Onn Malaysia. She received her PhD from Curtin University, Australia and had more than 30 years working experience. Her expertise include strategic management, human resource management and organizational development.

Shazaitul Azreen Rodzalan is a senior lecturer at Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia, with five years of teaching experience. She received her PhD in 2016 and currently a member of Technology and Innovation Management Focus Group. Her research interest includes tertiary education (mainly in skills development), organizational behavior and strategic management.

