The 2nd International Gamification for Business Conference 2016

Games and Gamification

for Innovation and Entrepreneurship

9 & 10 November 2016,

Grenoble Ecole de Management,

Campus GEM Bis, 12 rue des Martyrs, 38000 Grenoble, France.

Grenoble Ecole de Management, the Advanced Services Research Group at Aston Business School, the AMRC at University of Sheffield and the EPSRC are pleased to co-host the Second International Gamification for Business Conference. This conference is organized in partnership with Telecom Ecole de Management in association with the Association Information and Management (AIM) annual Serious Games Workshop.

Gamification offers an exciting opportunity for the business community. It has the potential to transform the education, skills and motivation of workers across all sectors, and significantly impact the competitiveness of firms worldwide. However, much of the business community has yet to embrace this innovation, and major gulfs exist between games designers, business leaders, researchers and practitioners. The International Gamification for Business Conference focuses on building bridges. It sets out to accelerate the adoption of gamification in business by bringing together the research, development and business communities, and engage these around innovations in serious games and gaming techniques for real-life industrial applications.

This year the conference will focus on games and gamification for innovation and entrepreneurship. Papers are invited across a range of topics including game technologies, design processes, principles, elements and mechanics, through to gamification processes, analytics, and results. Particularly welcome are papers from both practitioners and researcher that help to demonstrate and evidence potential, so too are those that facilitate communities of practice around industrial themes.

The conference is open to practitioners, teachers and researchers in information systems (IS), but also in related fields to IS. Indeed the IS field covers topics of its own (usage, adoption, evaluation design thinking ...) but also benefits from the wealth of many interactions with other approaches like those of other areas of Management Sciences (Marketing , HR, Finance, Strategy, entrepreneurship, etc.), computing, economics or sociology. This conference aims to present research work related to the efforts of design implementation and evaluation of Serious Games in business and analysis on issues of interest to management science.

This year the conference will feature:

- Keynotes from serious games and gamification experts
- Double blind refereeing of papers and publication in proceedings
- Demos of gamified innovation methods and games for innovation

Important dates

Abstract submission deadline	5 September 2016
Notification of abstract acceptance	10 September 2016
Full paper due for review	10 October 2016
Notification of paper acceptance	15 October 2016
Final paper due (with any change)	30 October 2016
Conference	9 & 10 November 2016

Abstracts of 300 words should be submitted using:
http://seriousgames.sciencesconf.org/submission/submit

For more information on Grenoble Ecole de Management, visit the website,
http://www.grenoble-em.com/

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