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GAMIFICATION AS A NEOTERIC METHOD OF HUMAN RESOURCES MOTIVATION IN THE ORGANISATION

Any organization, firm or company is made up of people who perform work to achieve the basic goals of their organization. But people differ and most of them need to be stimulated and motivated in various ways for doing the job well. Thus, staff motivation is one of the most important of the organization's tasks, which is aimed at achieving its corporate goals. It's also one of the main functions of management, aimed at motivating people to perform effectively and productively.

Generally, there are many ways and methods of staff motivation, which are based on substantive and procedural theories of motivation. Nowadays, there are 3 types of people motivation: tangible incentive, intangible incentive and self-motivation. Each of them plays a certain role in the system of motivation.

However, in our country many employers think their staff need only money in the form of salary, bonuses or any other material aid. But in the modern society, people, especially at the age of 20-30, are interested not only in money; they also want to have the opportunity for career growth, self-realization, free choice and creativity in solving various problems.

That's why, it is really important to combine all types of motivation. And the optimal solution to the problem is gamification, the newest way to motivate the staff. It's mean turning routine work into a specific game process. This method is based on involving employees in business processes, on creativity of employees in solving problems, achieving the general goal, on solving problems within the game process.

To make motivation implemented into practice such popular methods as virtual badges, statuses, notification, general ratings of employees, competitions, quests etc. are used.

There are three basic forms of gamification: competitive, victorious, aesthetic. The first one is based on motivating employees through various competitions, which are closely related to the tasks of the working process in a company. This form implies the creation of various contests, competitions, in which the primary tasks of the organization will be solved. Victorious gamification is based exactly on the interest of employees in the game process. The difference from the previous form is that consequently all employees will be winners. By the way, the climate and atmosphere in the team will always be positive and people will unite together.

Aesthetic gamification is based on bringing the main goals and objectives to employees, while these ones match with the interests and wishes of the employees. For example, the worker has increased his own productivity that had an impact on the whole division. He will receive a reward, a thanks letter or a small present. So, only a combination of these forms will make this system the most effective.

In this paper we considered an "internal gaming", which is an example of Rosa Smith Project of the Language Quality Game and its main purpose is using gaming within the organization to increase productivity.

Nowadays, many companies have involved game elements into their business processes, both small start-ups and giants like Nike, Microsoft, American Express, Samsung, Keas Health Management, Record Searchlight and others. To sum up, gamification should be used simply because it works.

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