GAMIFICATION
WITHIN “DECISION ANALYTICS, MOBILE SERVICES, AND SERVICE SCIENCE” - TRACK

50TH ANNUAL HAWAII INTERNATIONAL CONFERENCE ON SYSTEM SCIENCES (HICSS 2017)

IMPORTANT DATES:

June 15: Submissions deadline
August 16: Notification sent to authors
September 4: Revision deadline
September 10: Final acceptance notifications sent to authors
September 15: Deadline for authors to submit the final manuscript (camera ready)

October 1: Registration deadline.
During the last decade games have become an established vein of entertainment, and consumer culture, and essentially, a common part of people’s daily lives [19]. In the United States alone 59% of the population plays computer games while revenues of the computer games industry exceed US $15 billion (ESA, 2014). However, in addition to the increased penetration of games, also the ways in which people play and employ games have become more varied. The long-tail is getting longer: there are more different kinds of games available for a multitude of different platforms that cater for differing gaming needs [8,11,15,23,24] for widening audiences [1,2,3,12,13,14,16,19,21,22,23] and which use a wide variety of business models [5,7,10,17,20].

Perhaps the most prominent advancement stemming from these developments is “gamification”, which generally refers to the increased convergence of games and everyday life. More particularly and practically, gamification commonly refers to the process of enhancing services and systems so that they increase enjoyable and intrinsically motivated use as well as support further behavioral change by employing elements characteristic of games - “Transforming Homo Economicus into Homo Ludens” [4,6,9,18,25].

The Gamification-minitrack was established to address this growing junction of interests of both scholars and practitioners where games, services and information systems meet and merge. Even though the gamification minitrack was featured at HICSS for the first time in 2016 and there were two other minitracks competing for game-related submission, this minitrack managed to cement itself as the largest game-related track as well as took its place among the largest minitracks in the conference.

We encourage a wide range of submissions: empirical and conceptual research papers, case studies, reviews as well as practitioner reports related to gamification, games, information systems, commerce and users/players as well as the area between them.

Accepted papers will be included in the Conference Proceedings published by the IEEE Computer Society and maintained in the IEEE Digital Library. HiCSS publications account for the top 2% downloads of all IEEE conferences, and have been consistently ranked as the most cited papers in top journal publications.

Relevant topics include (not limited to):

- **Impact of games and gamification**
  - Individual impact
    - Behaviour
    - Psychological states
    - Well-being
  - Organizational impacts
  - Business benefits
  - Societal impacts

- **Conceptual improvements**
  - Definitions
  - Frameworks
  - Affordances / mechanics

- **Game business**
  - Free-to-play
  - Virtual goods
  - Player retention
  - Game design as marketing

- **Motivations and players**
  - Player typologies
  - Player motivations
  - What needs games satisfy
  - Demographic differences
  - adoption and continued use

- **Technology and design**
  - Mobile and web applications
  - Gamification in enterprise systems and decision support systems
  - Health applications
  - Education technology (serious games, game-based learning)
  - Design philosophies
  - User modelling
  - (Action) Design research
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Juho Hamari (D.Sc. Econ) is a researcher at the Game Research Lab, University of Tampere and at the Aalto University School of Business as well as a visiting scholar at UC Berkeley School of Information. His research is focused on the intersection of economic and psychological phenomena in gameful environments. He has authored several seminal empirical and theoretical scholarly articles on gamification and games from perspectives of consumer behavior, human-computer interaction and information technology. Hamari’s research has been published in variety of respected journals such as Journal of the Association for Information Science and Technology, International Journal of Information Management, Computers in Human Behavior, Cyberpsychology, Behavior and Social Networking, Electronic Commerce Research and Applications, Simulation & Gaming as well as in books published by e.g. MIT Press.

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Petri Parvinen is Professor of Strategic Marketing and Management at University of Helsinki. Dr. Parvinen leads an interdisciplinary team of scientists concentrating on the technology-marketing interface, with a strong emphasis on the cutting edge: e.g. real-life experiments, persuasive profiling algorithms and e-selling applications. He has hands-on experience of IP, technology and growth management and finance. Dr. Parvinen has produced over 50 different academic publications, scholarly articles having appeared in e.g. Journal of Product Innovation Management, Journal of Management Studies, Industrial Marketing Management, International Journal of Electronic Commerce, Journal of Business & Industrial Marketing and the Academy of Marketing Science Review.

REFERENCES:


