

Introduction to the Gamification Minitrack

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Gamification broadly refers to technological, economic, cultural, and societal developments in which reality is becoming more gameful either by design or as an emergent transformation (Hamari, 2019).

Gamification has become a prominent vein of research globally as well as in HICSS itself after the publication of a popular review by Juho Hamari, Jonna Koivisto and Harri Sarsa in 2014 that reviewed the then extant seeding empirical corpus of gamification (extended and updated version: Koivisto & Hamari, 2019). Gamification minitrack, since its inception in HICSS 2016, has thus cemented itself as one of the key topics of the conference. The minitrack attracts research papers from a vast array of perspectives, and therefore, unites many of the different veins of research appearing throughout HICSS such as computing, media, information systems, education, management, business, education, and governance.

Research in the minitrack from design and features through its empirical effects and new methodical, theoretical and conceptual contributions (Klock et al., 2020; Morschheuser et al. 2018; Xi & Hamari, 2019).

In 2025, the minitrack received eight submissions out of which three well-conceived papers were accepted. The papers address the use and effects of gamification in consumer and education domains as well as elucidate the way forwards in gamification research.

The first paper in the minitrack that was nominated as the best paper candidate; *Level Up or Game Over in Online Return Management? A Challenge-Based Gamification Approach for Online Fashion Retail*, Caterina Rauh, Christian Straubert and Eric Sucky study how the challenge-based gamification can influence product return and purchase motivation.

With the goal of investigating how gamification affects system adoption and user performance, in *Impact of Achievement-Oriented Gamification in ERP Systems: Examining Subjective and Objective User Outcomes*, Esi Adeborna, Fiona Fui-Hoon Nah

and Luvai Motiwalla conduct two experiments to study effect of gamification in the context of Enterprise Resource Planning.

To pave the road forward in the study of gamification, in *Exploring the Future of Gamification Research: A Ranking-type Delphi Study*, Manuel Schmidt-Kraepelin, Paul Möhnen, Shanshan Hu, Simon Warsinsky, Scott Thiebes and Ali Sunyaev suggest ten directions for future research and seven potential application areas of gamification for the next five years.

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