

Gamification Apps in the Business Life and the Research of Business Firm's Opinion towards Games Application

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Abstract: *Except the area of the production of the game, gamification refers that basic elements and concepts are used in the process of game design and development. Business processes, which may sound boring, may become more enjoyable by the help of gamification. Moreover, feedbacks collected from individuals may accelerate thanks to such an approach. The purpose of gamification method is applying such approaches to business processes and improving the process quality and human interactions. This study also aim what priorities can be awarded, what type of behavior expected from individuals and most importantly what type of options can offer the connection between individuals and targeted systems to sustain health. This study targets to evaluate how the gamification apps influence the performance of personnels. The research method used in this study is action research approach. This method consists of two stages. At first, the performance level of individuals in firm can be fixed with the help of a survey. Then gamification apps were carried out for two months. After that time, the same survey was repeated. In the light of the findings, this study tries to fix how gamification impacts individuals and their performance. This study can be thought very helpful because of lack of research in the literature area in this context, and this study will also help the interested researchers in this area and managers who want to improve the performance of employees.*

Keywords: *Gamification, game design, design patterns, business, performance.*

