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DETERMINANTS OF GAMIFICATION EFFECTIVENESS: PERSPECTIVES OF AFFORDANCES AND COPING RESPONSES IN THE CONTEXT OF GAMIFIED ERP TRAINING

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EXTENDED ABSTRACT

Gamified training has played an important role in the adoption of complex information systems (e.g., enterprise resource planning) in the organizational context. To better understand gamified systems, it is important to examine their effective use in training employees. Despite its significance, prior research has paid little attention to the factors that influence effective use in the context of gamified training. The purpose of this study is to identify the determinants of the effective use of the ERP simulation game (ERPsim). Drawing on previous research on technology affordances (Markus and Silver 2008), coping responses (Wang et al., 2017), and ERPsim research (Kwak et al., 2019), this study proposes that ERPsim affordances (e.g., collaboration and competition) affect coping responses (e.g., task-oriented, emotion-oriented, and avoidance coping), which lead to effective use of ERPsim. Specifically, we hypothesize that collaboration and competition affordances increase task-oriented coping while decreasing emotion-oriented and avoidance coping. This study further proposes that the effective use of ERPsim is positively influenced by task-oriented coping, but negatively influenced by emotion-oriented and avoidance coping. To test the research model, we collected data from 255 graduate students who registered for an ERP overview course offered in a mid-sized public university in the United States. The results of structural equation modeling showed that collaboration affordance significantly affects task-oriented, emotion-oriented, and avoidance coping. However, competition affordance influenced only task-oriented coping. This study also found that task-oriented and emotion-oriented coping affected the effective use of ERPsim, but we did not find a significant effect of avoidance coping on effective use. Our study contributes to the existing literature by showing the important roles of affordances and coping responses in explaining effective use.

Keywords

affordances, gamified training systems, coping responses, effective use, enterprise systems, ERPsim

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