

GAMIFIED RECRUITER: ENHANCING ENGAGEMENT AND EFFICIENCY IN MODERN RECRUITMENT

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Abstract—The aim of a gamified recruiter app is to provide a fun and interactive way for recruiters to manage their job postings, applicants, and other data, and make data-driven decisions to improve their job search and retention. The objective of the app is to help recruiters increase the efficiency and effectiveness of their job search process, and to provide them with valuable insights into their applicant pool.

A gamified recruiter app can be a fun and interactive way for recruiters to manage their job postings, applicants, and other data. Gamifying the job search process can have a range of benefits for recruiters and job seekers. [1] For recruiters, gamifying the process can increase engagement and motivation among their job seekers, which can lead to increased job offers and better hires. [2] For job seekers, gamifying the process can help them stay motivated and engaged in the job search process, which can lead to better job prospects and increased job satisfaction. A gamified recruiter app can have a significant impact on academic performance by increasing engagement and motivation among students.

Overall, a gamified recruiter app can have a significant impact on academic performance by increasing motivation, retention of information, engagement, problem-solving skills, and critical thinking skills.

Index Terms—Gamifying, efficiency, retention and engagement

I. INTRODUCTION

A gamified recruiter app can be a fun and interactive way for recruiters to manage their job postings, applicants, and other data. With the app, you can increase the efficiency and effectiveness of your job search process, and provide valuable insights into your applicant pool and [3] the app uses gamification techniques to make the job search process more engaging and fun, and helps you identify areas for improvement and make data-driven decisions.

Job Posting System: Recruiters can also set deadlines for applicants to apply and set a salary range for the job.

Applicant Tracking System: Recruiters can see which applicants are in the process of being interviewed, who has been offered the job, and who has been rejected.

Interview Scheduling: Allow recruiters to schedule interviews with applicants, and track the status of each interview. Recruiters can see which interviews are scheduled, who is attending, and when they will be arriving.

Performance Management: This can help recruiters identify areas for improvement and make data-driven decisions.

Virtual Team Building: Allow recruiters to create virtual teams with applicants, and track their progress as they work together. This can help recruiters build relationships with applicants and foster

a sense of community.

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Gamification: [3] Use gamification techniques to make the app more engaging and fun. For example, recruiters can earn points for completing tasks, completing challenges, or winning a game. Analytics: Allow recruiters to view analytics [2] on job postings, applicants, and interviews, to help them make data-driven decisions. This can include things like job success rates, applicant demographics, and interview times.

Overall, a gamified recruiter app can be a powerful tool for recruiters to manage their job postings, applicants, and other data, and make data-driven decisions to improve their job search and retention.

By using gamification techniques, the app can make the job search process more engaging and fun, and help recruiters identify areas for improvement and make data-driven decisions. The app can also provide recruiters with a way to track the performance of each applicant, and see how they are doing compared to their peers. Overall, [3] the aim of the gamified recruiter app is to provide recruiters with a more effective and engaging job search experience their job search and retention..
Track applicant performance: The app should allow recruiters to track the performance of each applicant, and see how they are doing compared to their peers. This can help recruiters identify areas for improvement and make data-driven decisions. Improve retention of job candidates: The app should provide recruiters with a way to identify and retain job candidates, and help them build relationships with them. Provide a more effective and engaging job search experience: The app should help recruiters find the right job for them.

A. LITERATURE SURVEY:

Job searching can be a complex and time-consuming process for recruiters. Many recruiters struggle to find the right candidate for a job, and they often spend a significant amount of time and effort on job postings, resumes, and applicant tracking. Gamified Recruiter is a mobile application that is designed to gamify the job search process for recruiters. The application offers a range of features that can help recruiters increase engagement and motivation among their job seekers, while also improving the overall efficiency of their operations. The purpose of this literature review is to provide a comprehensive overview of Gamified Recruiter and its features. The review will focus on the key benefits of gamifying the job search process, the features of the application, and the potential applications in the job search industry.

Gamifying the job search process can have a range of benefits for recruiters and job seekers. For recruiters, gamifying the process can increase engagement and motivation among their



Fig. 1. Employee Engagement Through Gamification in e-Recruitment

job seekers, which can lead to increased job offers and better hires. For job seekers, gamifying the process can help them stay motivated and engaged in the job search process, which can lead to better job prospects and increased job satisfaction.

One of the key benefits of gamifying the job search process is that it can help recruiters identify areas for improvement in their job postings and resumes. Recruiters can use the application to track the performance of their job seekers, and to identify areas where they can improve their job postings and resumes. This can help to increase the chances of job offers and improve the overall recruiting process. Another potential benefit of gamifying the job search process is that it can help job seekers to build a network of contacts and connections. Job seekers can use the application to connect with recruiters and other job seekers, which can help to increase their job opportunities and job satisfaction.

Gamified Recruiter offers a range of features that can help recruiters increase engagement and motivation among their job seekers, while also improving the overall efficiency of their operations. The application includes a range of game elements, such as badges, rewards, and challenges, that can be used to motivate job seekers and keep them engaged in the job search process. One of the key features of Gamified Recruiter is its ability to gamify the job search process. Recruiters can earn badges for completing challenges, completing tasks, and achieving milestones, which can be displayed on their profile. Job seekers can also earn rewards for completing tasks and achieving milestones, which can be redeemed for in-app rewards. Another important feature of Gamified Recruiter is its ability to improve the overall efficiency of recruiting operations. Recruiters can use the application to create job postings that are tailored to the specific needs of their organization, and to manage applicants and interviews in a more efficient manner. Gamified Recruiter has the potential to be used in a range of industries, including the job search industry. The application can be used by recruiters to increase engagement and motivation among their job seekers, while also improving the overall efficiency of their operations. The application can also be used by job seekers to build a network of contacts and connections, and to stay motivated and engaged in the job search process.

.One potential application of Gamified Recruiter is that it can be used by recruiters to identify areas for improvement in their job postings and resumes. The application can track the performance of job seekers, and identify areas where they can improve their job postings and resumes. This can help to increase the chances of job offers and improve the overall recruiting.

II. PROPOSED WORK METHODOLOGY

Various strategies for information assortment and investigation have been utilized for the planning of the paper. Hypothetical information is gotten through a complete writing survey, including books, logical papers, and articles by significant writers, managing enlistment process as well as gamification frameworks. Extra information in the paper is gathered through the contextual analysis strategy on organizations that have effectively carried out gamification frameworks in their enlistment process.

Define the purpose and target audience of the app: Determine what the app will do, who the target audience is, and what problem it aims to solve. Choose a platform: The platform to develop the app on, such as a mobile app.

Design the game mechanics: Decide on the game mechanics, such as levels, rewards, and challenges, that will be used in the app. Develop the game assets: Create the game assets, such as graphics, sounds, and animations, that will be used in the app.

Implement the game logic: Write the code that will handle the game mechanics, such as calculating scores, managing rewards, and triggering challenges. Test and refine the app: Test the app to ensure that it is functioning properly and that the game mechanics are intuitive and engaging. Refine the app based on feedback and make improvements as necessary. Launch the app: Once the app is ready, launch it to the target audience and start promoting it. By following these steps, we create a gamified recruiter app that can improve academic performance and engagement among students.

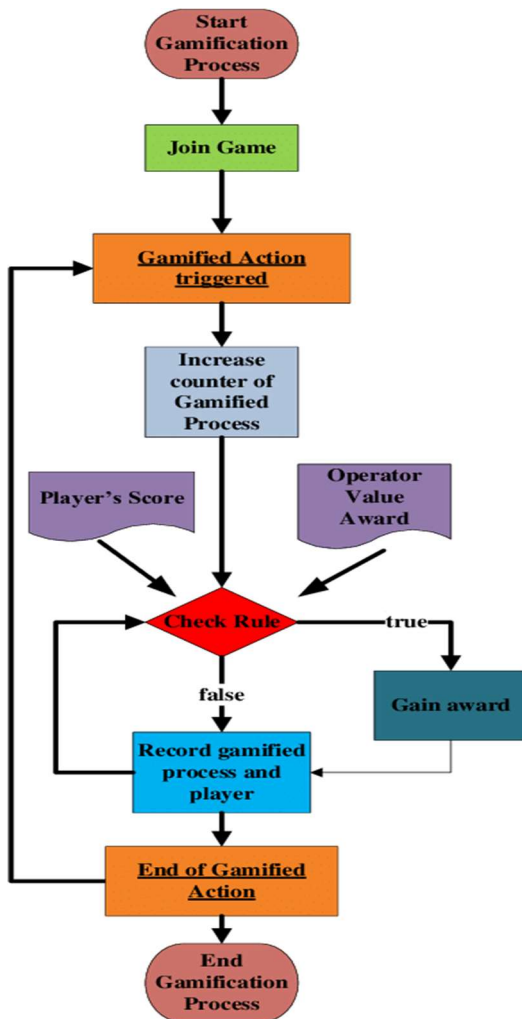


Fig.2 [6]Gamification process flowchart

Presentation of any new innovation or cycle implies risk. Subsequently, arranging any game for enlistment process needs appropriate investigation and requires consistent checking. Hardly any focuses are to be considered prior to consolidating Gamification in the enlistment cycle. At the point when gamification is engaged with the enlistment cycle, it ought to rouse possibility to draw in with the association's vocation pages and web-based entertainment profile. Likewise, the Commission ought to be arranged so that it approaches the place of various up-and-comers in various geological regions. Contribution in Gamification creates information, as game execution and criticism. The game should be planned so as to permit the business to see more about the possible up-and-comer or player. Indeed, even subsequent to finishing the enrollment cycle through gamification, it can assist the business in both the choice with handling and the more noteworthy consciousness of the chose applicants. Along these lines, organizations should move toward serious games in light of enlistment and determination uniquely in contrast to they approach serious games for other administration cycles like picking up, preparing and advancement.

Hierarchical objectives are significant: Prior to remembering gamification for any course of the organization, it is critical to have clear objectives about why the organization needs gamification and what will be the KPIs (key execution

RESULTS

A. [4] IMPLEMENTING THE MODEL FOR GAMIFIED RECRUITMENT
pointers).

Locking in: When Gamification is associated with enrollment, it ought to rouse the contender to draw in with the association's profession destinations and web-based entertainment profile. The substance ought to be basic, intelligent and engaging, yet should continuously incorporate the standards of Gamification. Studies and page evaluations are not many models that can be utilized to build the cooperation level of the site. Likewise the Gamification ought to be arranged such that it approached various applicants' touchpoint across various geological region.

Disclose the genuine applicant: Including in Gamification creates information, in type of execution in the game and criticism. The game should be planned such that it empowers the business to see more about the expected applicant, or the player. This would help the business during the time spent and presently the business is more educated about the chosen ones likewise, as well as decreasing an opportunity to enlist.

Educational: The game shouldn't just draw in the player or the competitor, it should help the selection representative as well as should give the player the experiences of the association. Various games for various methodology: One must continuously recollect, "No two games are indistinguishable". Organizations should approach enrolling and determination based serious games uniquely in contrast to they approach serious games for other administration processes like getting the hang of, preparing and improvement. **Security issues:** In games, there is parcel of extension to game the game; thus an extraordinary requirement for security emerges to make serious games for the purpose of employing. While in preparing climate in the event that the player cheats, he at last cheats himself as they are passing up on learning open doors yet with regards to recruiting, in the event that a player cheats, the entire association is cheated.

III. [4] MECHANISM FOR GAMIFICATION IN RECRUITMENT:

Contests and lists of competitors: Utilizing public rivalries, for example, making a web-based test show, where contenders should get every one of the inquiries regarding the organization to have the option to win, is a decent device in gamification. The award can be without cash items, or even a lofty title. To make the game much more serious, it can give the utilization of a record-breaking board or champions. This makes fervor in the up-and-comers/enrolls and urges them to attempt once more for the people who are not positioned. Along these lines, the applicants/initiates spread the

familiarity with the business and instruct expected contender

for the organization. Likewise, by mentioning an email address to join the challenge, they can likewise give a pool of competitors that might be fitting for your group and keen on joining.

Riddles : Gamification can have esteem as an instrument for evaluation. Interviews have been utilized for millennia, yet they are one-sided. Furthermore, competitors can undoubtedly set up the ideal responses to inquiries prior to entering your structure. In any case, gaming evaluations might incorporate certifiable trial of abilities and ways of behaving that up-and-comers will use in the work environment. This remembers the act of virtual understudies for a recreated office, for the quick distinguishing proof of conceivable new representatives. Then again, players (up-and-comers/initiates) have the chance to check whether they will appreciate working there.

Gamified onboarding programs: Business gamification can mean adding gaming components, for example, a two-way data sharing interaction, where fresh recruits can learn about the organization while having a good time. There are various ways of doing this: - driving course with the inclusion of a narrating component. New workers can assume a personality and meet different characters who address genuine individuals in the organization as they travel through every part. Every module can be another level of the game, and the award is with identifications that would be gathered as they approach fruition. Then, at that point, to cause new representatives to feel upheld and to look for help, sharing data can be through play. The organization can make a question and answer discussion and prize representatives who extend to the most assistance for new positions, or those whose reactions get the most "likes" from different workers. This can be enhanced by a board that perceives workers who perform best in the game.[4]

Rewards On the off chance that an association has a marked spot for a vocation, gamification is an extraordinary chance for work. Adding extra focuses and identifications to competitors coming from the site, sharing a remark, leading a study or assessing your organization's presentation is an extraordinary open door during the time spent drawing in the volunteers required for the organization. The research paper on the implementation of a gamified recruiter app in the job search process has highlighted the potential benefits of using gamification techniques to enhance engagement, motivation, and efficiency in recruitment activities. By incorporating game elements such as challenges, rewards, and badges, recruiters can create a more interactive and enjoyable experience for both job seekers and recruiters. [4]

The proposed work methodology outlines the steps involved in developing a gamified recruiter app, from defining the purpose and target audience to implementing game mechanics, testing, and launching the app. By following these steps, the app aims to improve academic performance and engagement among students, as well as enhance the overall recruitment process for recruiters. The results section discusses the model for implementing gamified recruitment, emphasizing the importance of setting clear organizational goals, engaging candidates effectively, and providing educational insights

through the game. The mechanism for gamification in recruitment includes strategies such as contests, puzzles, and gamified onboarding programs to attract and assess potential candidates in a more interactive and engaging manner.

Fig 3. [7]s Design concept

	11. Teamwork 12. Problem solving 13. Ranking tables 14. Levels 15. Points 16. Rewards 17. Free company product 18. Virtual currency 19. Virtual goods. 20. Collection object 21. Time 22. Countdown 23. Realtime progress chart
Aesthetics	1. Narrative 2. Challenge 3. Competition Expression Fellowship

Dynamics	<p>1. Challenges: is a task that requires effort (effort) from the candidate to achieve the target or goal.</p> <p>2. Chance – Every candidate has the same chance in winning the game.</p> <p>3. Competition – In every competition there are parties who win and lose. The party who wins will get the chance to the next game with more difficult challenges.</p> <p>4. Cooperation rules of cooperation between players or groups are possible to achieve goals. The rules will be explained in each game.</p> <p>5. Feedback – information about the progress of progress, difficulties, shortcomings, weaknesses of each candidate during the game.</p> <p>6. Opportunity – each candidate has the same opportunity in getting the resources needed in each game</p> <p>7. Rewards – every winner in one game is entitled to a reward in the form specified in the game rules.</p> <p>8. Transactions Transaction between players is possible directly or indirectly.</p> <p>9. Returns/ Replay – It is possible to replay the game if there is enough time.</p> <p>10. Winning condition</p>
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	Conditions, rules, conditions, rights and explanations regarding players or groups of players are declared winners.
Mechanism	<p>1. limitations & restriction: each level of the game has been determined the time required. Other limitations in the game must be determined.</p> <p>2. Emotions: Expression of emotions such as curiosity, angry, competition, frustration and others.</p> <p>3. Narrative – Each type of game must have a narration to explain the rules of the game, the flow of the game and others.</p> <p>4. Progress: the development of each player in the game</p> <p>5. Relationships: Social interaction in the game produces feelings of friendship, status, empathy and others</p>

CONCLUSION

In conclusion, the research paper suggests that gamification can be a valuable tool in modern recruitment practices, offering a more engaging and effective way to connect with job seekers, assess their skills, and build a strong talent pipeline. By leveraging gamification techniques, recruiters can enhance the recruitment experience for both candidates and organizations, leading to better hiring outcomes and increased job satisfaction.

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