

# Defining Recrutainment: A Model and a Survey on the Gamification of Recruiting and Human Resources

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**Abstract.** Recrutainment, is a hybrid word combining recruiting and entertainment. It describes the combination of activities in human resources and gamification. Concepts and methods from game design are now used to assess and select future employees. Beyond this area, recrutainment is also applied for internal processes like professional development or even marketing campaigns. This paper’s contribution has four components: (1) we provide a conceptual background, leading to a more precise definition of recrutainment; (2) we develop a new model for analyzing solutions in recrutainment; (3) we present a corpus of 42 applications and use the new model to assess their strengths and potentials; (4) we provide a bird’s eye view on the state of the art in recrutainment and show the current weighting of gamification and recruiting aspects.

**Keywords:** Recrutainment · Gamification · Recruiting · Applicant Selection · Human Resources · Human Factors

## 1 Introduction

In today’s competitive job market, companies face many challenges concerning the recruiting process. The costs for hiring the “wrong” person for a specific job are very high. Thus, innovative companies are searching for possibilities to improve the recruiting process to attract and identify ideal candidates [1].

This task is even more difficult with job beginners, i.e. young persons without work experience. The number of potential young candidates is lower than it used to be. This is a natural result of the demographic transition, especially in Europe and Japan but also in the United States and many other industrialized countries. To attract young high potentials, either companies can use traditional concepts, spending large budgets on image campaigns and advertising for employer branding, or they break new ground [2]. Special events like recruiting fairs at high schools and universities or using the power of social networks [3] have almost become standards. On the other hand, too many applicants can become a time-consuming problem, as the applications need to be screened, assessed and finally job interviews are to be conducted.

Especially the “Generation Y” tends to apply at multiple companies. At the same time, the applicants are unsure, which job provides the best fit. To reduce this insecurity