AIM research day

Call for Papers

Second research day on
Serious Games and innovation

September 18, 2014 at
Telecom Ecole de Management

The Association Information and Management (AIM) held a first day of research on the topic of Information System and Serious Games at Grenoble Ecole de Management (GEM) in September 2013. This was a success by the quality of submissions and fruitful exchanges among participants.

AIM wishes to renew the experience in organizing a second Research Day in 2014 at Telecom Ecole de Management in partnership with GEM on the topic of Serious Games and innovation.

This research day as the first one will be open to practitioners, teachers and researchers in the management and engineering of information systems, and also to all fields related to IS. Indeed, the scope of IS covers own specific topics specific (usage, adoption, design thinking, evaluation…) but also benefits from the wealth of many interactions with other approaches such as those in other areas of management science (Marketing, HR, Finance, Strategy, entrepreneurship...), computer science, economics or sociology.

Scope

Serious Games use computer-mediated environments to facilitate experiential learning by simulating a real life business environment, enabling participants to explore the complexities of a business problem, including the emotional challenges. A benefit is that the learner has the opportunity to explore the dynamics of a business experience without the real life business and career consequences that may flow from failure. This provides learners with a 'safe' environment in which to explore the casual links between action and outcomes that can assist in the process of converting conceptual learning into application.

In the innovation perspective, concepts such as serious gaming or gamification are the most interesting for this domain, thus:
- Serious Game combines a serious intention - education, communication, innovation - with a game's rules and targets.
- Serious Gaming repurposes a game via different methods, in order to offer activities that go beyond mere entertainment.
- Gamification uses game design to enhance individual's willingness to participate to originally non-playful experiences.

Serious Games as learning methods have been widely developed since the 2000s mainly through a combination of major companies' projects or calls for tender and education initiatives by academics and academic publishers developing games for third level education programs. Many applications emerged in higher and continuing education, internal and external communication or public marketing. Today, new perspectives are explored in different dimensions of the organization: human resources management (through recruitment and assessment), knowledge management or innovation.

Serious Games challenge the notions of prevention, training, knowledge assessment, coaching, communication, data collection, etc. in various fields such as education, healthcare, marketing, safety, culture to name but a few.

From an academic point of view, serious games are studied in different disciplines, as informatics, psychology, education sciences or communication. In a decade, they became a field of research and business. Despite the growth in the use of serious

games as an education and business development experiential learning tool, many management, education and development research questions remain underexplored and the literature remains disparate.

This research day on " Serious Games and Innovation" aims to present works related to efforts on design, implementation and evaluation of Serious Games for businesses, and analysis on issues affecting management science. Contributions of authors based on the theoretical corpus of education science, and also many other fundamental disciplines (philosophy, psychology, sociology, cognitive science, computer science, etc..) are welcome.

Suggested topics:
The central topic of this day focuses on innovation in the field of Serious Games: Serious Game Design, Serious Gaming, Gamification,

But it also covers the following topics:
1. Use of games in different managerial perspectives: HR, Recruitment, assessment, training, strategy, innovation, knowledge management.
2. Case studies on the implementation of Serious Games in education and training settings that have generalizable experience for the community of educators, including insights into the integration of Serious Gaming into management education programs (e.g. on MBA, undergraduate, MSc programs)
3. Research on the efficacy of Serious Games in attaining their learning objectives
4. Characteristics and evolution of socio-cultural approach
5. Individual and organizational adoption
6. Performance evaluation
7. New business models in the Serious Games business
8. Strategies for the development and implementation of Serious Games in education and training settings

Location
Telecom Ecole de Management
46 Rue Barrault, 75013 Paris
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Federico Pigni, Grenoble Ecole de Management
Sergio Vasquez Bronfman, ESCP Europe

Important dates
- Proposals of abstracts: **May 15, 2014**
- Paper Submission: **June 20, 2014**
- Notification of acceptance: **July 15, 2014**
- Camera ready: **September 5, 2014**
- Research day at Telecom Ecole de Management: **September 18, 2014**

Proposals of abstracts should be send to : imed.boughzala@telecom-em.eu
indicating in the subject of the email : "Serious Games and innovation AIM research day".

Papers should be uploaded on Easychair:
https://www.easychair.org/conferences/?conf=sg20140

Format of final papers

Papers are accepted in English or French.

The text should not exceed 12 pages (11 font Times New Roman, single spacing).

Proceedings:
Accepted papers will be published in print and electronic versions. They will be indexed in the DBLP repository.

The best papers selected by the Scientific Committee will be offered publication in a special issue of a journal or in a collective book.