



## Research Article

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### Exploring how gamification potentially motivates employees - A research in Vietnamese businesses

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#### Abstract

A recent trend in employee management reveals a new and modern tool for enhancing motivation at work. Gamification is the use of game elements in a non-game environment, not only to create a better experience for users, but also to better administer in that setting. Gamification elements could virtually satisfy employees' psychological need, hence – according to Self-Determination Theory (SDT), help with employee motivation. The research shows that gamification may be able to positively influence employees' sense of achievement, work affiliation, and recognition. Further research is needed to clarify and testify this notion.

**Keywords:** Gamification, employee motivation, Self-Determination Theory.

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