

Abstract of thesis entitled:

Can Gamification Really Help Attract More Desirable Job Applicants?

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for the degree of Master of Philosophy in Industrial-Organizational Psychology

at The Chinese University of Hong Kong in August 2017

Abstract

The use of gamification in talent attraction has been growing rapidly to meet the demand of young job applicants who were raised in the digital age. However, there is limited literature examining gamified talent attraction tools. This study attempts to fill in the gap between the business world and recruitment literature by using an experimental design to investigate how choices of talent attraction tools influence the relationship among user engagement, perceived and objective person-organization (P-O) fit incongruence, and comprehension. Data collected from 158 university students suggested that felt involvement, novelty and participants' current work status influenced P-O fit incongruence. Exploratory results found that perceived usability and participants' job search status influenced comprehension. Practical implications for organizations and future research direction are discussed.

摘要

近年，越來越多企業以遊戲化吸引在資訊時代長大的年輕人才。然而，目前只有很少文獻研究企業如何使用遊戲化吸引人才。因此，本研究透過實驗設計，探討人才吸引力工具的選擇如何影響用戶參與度、感知和客觀個人組織適配之間的契合度、以及用戶對企業資訊的理解度之間的關係。本研究收集了 158 名大學生的數據，結果顯示參與者的投入程度、參與者認為人才吸引力工具有多新穎、以及參與者目前的工作狀態均會影響個人組織適配的一致性。探索性結果顯示，參與者認為人才吸引力工具的可用性和參與者的求職狀態均會影響他們對企業資訊的理解程度。本研究也提出了是次研究結果對企業的含義，以及一些未來的研究方向。