Transforming the adoption of product-service systems through innovations in applied gaming technologies

Panagiotis Petridis
Aston University, UK

Adding value to manufacturing through services or "servitization" is now one of the central pillars of the Government's economic policy. Modern manufacturing is now seen as extending well beyond mere production, and that Product-Service Systems (PSS) are key to industrial success. Servitization concerns the process of manufacturers shifting from a focus on producing and selling tangible goods to service-based business models. Factors that drive adoption of servitization are financial, strategic (competitive advantage) and marketing. However, uptake is slow and active efforts are being made to transfer knowledge about servitization to the manufacturing sector. Serious games and gamification can provide a tools to transfer the knowledge of servitization to the manufacturing section. The use of digital games and gamification has demonstrable potential to improve many aspects of how businesses provide training to staff, operate, and communicate with consumers. However, a need still exists for the benefits and potential of adopting games and gamification be effectively communicated to decision-makers across sectors. This presentation provides a structured review of existing literature on the use of games in the business sector, seeking to consolidate findings to address research questions regarding their perception, proven efficacy, and identify key areas for future work. The findings consolidate evidence showing serious games can have a positive and valuable impact in multiple areas of a business, including training, decision-support, and consumer outreach. They also highlight the challenges and pitfalls of applying serious games and gamification principles within a business context, and discuss the implications of development and evaluation methodologies on the success of a game-based solution.

Biography

Panagiotis Petridis is a senior Lecturer in Gamification at Aston Univerisity. He has spent his entire career working in the field of virtual reality, simulation and gaming. His interest is in how these technologies can be used to change people's behaviours, to help them make decisions and learn about things through realistic simulated experiences. He has published more than 60 papers in reputed journals and conferences. He has worked on and managed a large number of funded research projects developing virtual realities for use across a range of industries such as cultural heritage, construction, manufacturing and housing.

p.petridis@aston.ac.uk

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Page 52