



StartPlay 2022

1st Interdisciplinary Conference on Gamification & Entrepreneurship 2022

Proceedings of the

1st Interdisciplinary Conference on Gamification and Entrepreneurship 2022

Koblenz, Germany, August 05-06, 2022.

Edited by

Jeanine Krath *

Harald F.O. von Korflesch *

Benedikt Morschheuser **

Bastian Kordyaka ***

Eva Jakob ****

Welf Weiger *****

* University of Koblenz-Landau, Koblenz, Germany

** Friedrich-Alexander-University Erlangen-Nuremberg, Nuremberg, Germany

*** University of Luebeck, Luebeck, Germany

**** University of Bayreuth, Bayreuth, Germany

***** Alfaisal University, Riyadh, Kingdom of Saudi Arabia

This volume of CEUR-WS Proceedings contains 6 papers presented at the 1st Interdisciplinary Conference on Gamification and Entrepreneurship (StartPlay) 2022. The conference was held at the University of Koblenz-Landau in Koblenz, Germany, on August 05-06, 2022.

Copyright © 2022 for the individual papers by the papers' authors. Copying permitted only for private and academic purposes. This volume is published and copyrighted by its editors.

Preface

On August 5 and 6, 2022, the StartPlay conference took place for the first time as an interdisciplinary conference of science and practice around the topic of gamification and entrepreneurship at the University of Koblenz-Landau.

The aim of StartPlay is to aggregate and discuss the emerging knowledge on the use of gamification, (serious) games and game-based learning, for example, for the development of business ideas, design of business models, products, services and customer communication, promotion of innovation processes and idea development, acceleration of social innovation processes, design of new industries, markets and fields of work, and training and empowerment of prospective entrepreneurs, and at the same time to transfer it to the start-up and founding scene.

In addition, StartPlay explicitly promotes the national networking of researchers in the field of gamification, (serious) gaming, game-based learning, entrepreneurship, start-ups and entrepreneurial education.

The paper presentations at StartPlay were framed by an extensive science-practice program, which included three thematically linked workshops by systainchange GbR from Berlin and the EMPAMOS project of TH Nuremberg on the development of a sustainable game idea, as well as three keynotes by internationally recognized speakers from science and practice. Specifically, StartPlay hosted keynotes from Prof. Dr. Sofia Schöbel (University of Osnabrück, Germany), Jasmin Karatas (Gamification Advisor, Zurich) and Prof. Dr. Fabrizio Palmas (University of Applied Management, Munich).

At StartPlay, three academic paper presentation sessions were held on different focus topics: Innovation in Gamification Design, Innovative Applications of Gamification in Education, and Innovative Applications of Gamification in Business.

In total, about 60 participants from academia and practice attended the conference.

The StartPlay 2022 Best Paper Award, determined by the conference committee, was awarded to Jessica Ulmer, Sebastian Braun and Jörg Woller for their paper “Gamification of assembly routines: Planned user study evaluating a level system with customized feedback elements”.

The StartPlay 2022 Best Presentation Award, determined by audience vote, was awarded to Jürgen Frentz, Marie Tuchscherer and Claudia Wiepcke for their paper “Gamified Sustainable Entrepreneurship Education – A digital Educational Escape Room for economy classes in German High Schools”.

September 2022

Jeanine Krath

Harald F.O. von Korflesch

Benedikt Morschheuser

Bastian Kordyaka

Eva Jakob

Welf Weiger

Reviewers of the academic papers

Adam Palmquist

Andreas Janson

Athanasios Mazarakis

Bastian Kordyaka

Christian Tuschner

Hella Hörsch

Jasmin Karatas

Linda Schürmann

Manuel Schmidt-Kraepelin

Mareike Weber

Maximilian Altmeyer

Maximilian Wittmann