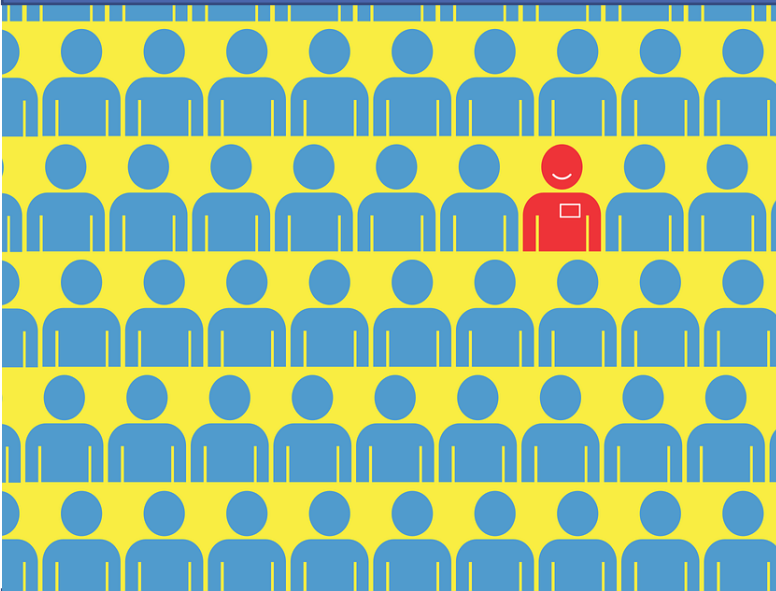
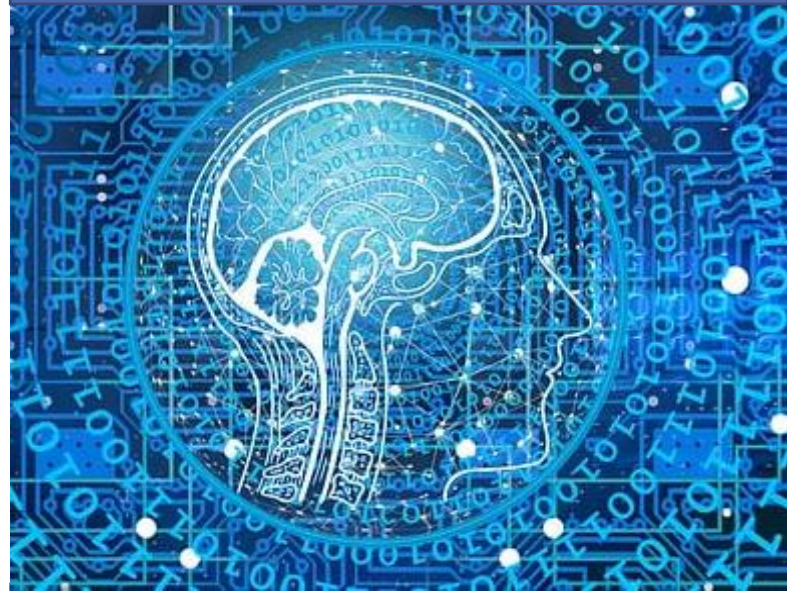


Recrutainment

Gamification in der Personalgewinnung: Struktur des Feldes und Stand der Forschung

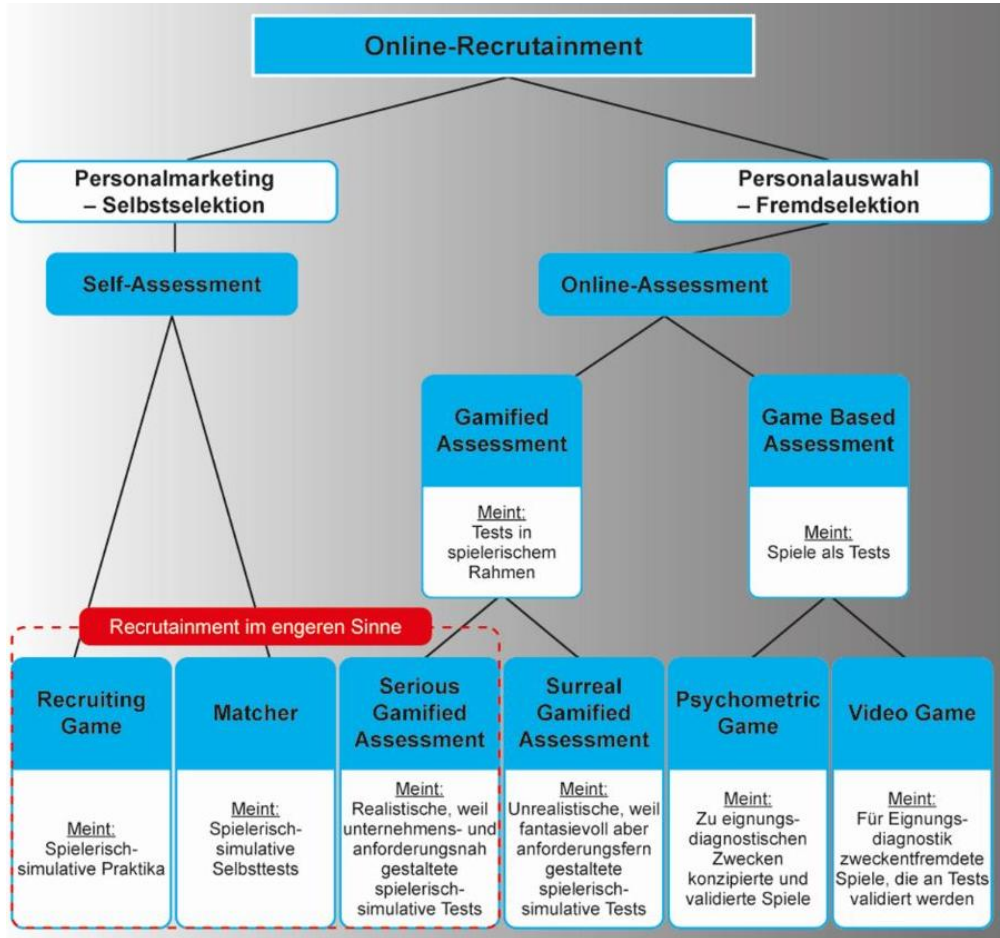
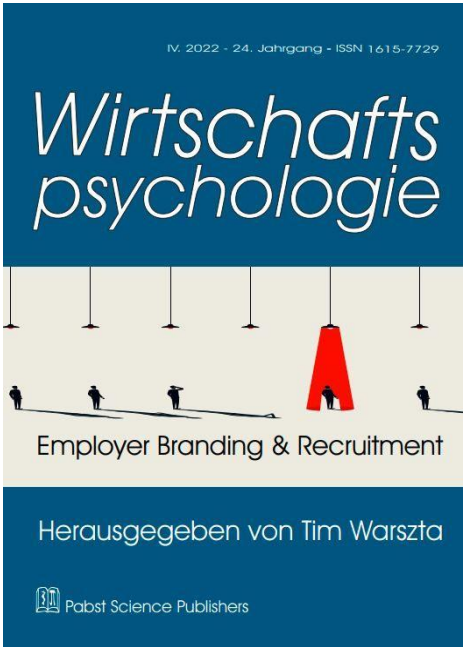
Prof. Dr. rer. nat. Lars J. Jansen - Diplompsychologe

Gamification in der Personalgewinnung – Alles lustig, oder was?

Unternehmen	Bewerbende	Forschende
		
Stealth Assessment	Transparent Assessment Serious Games	Bedarf einer eindeutigen Klassifikation

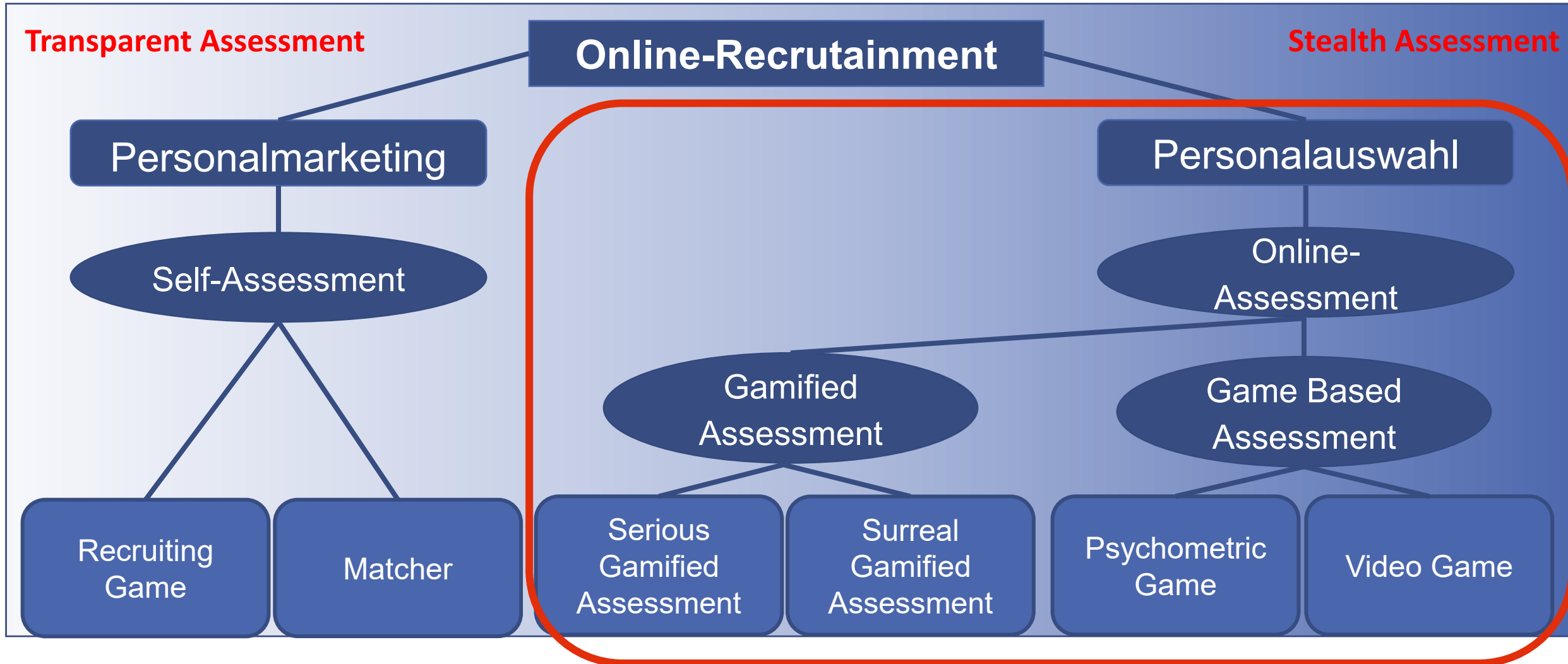
(Quelle der Bilder: Pixabay)

Facetten von Gamification in der Personalgewinnung

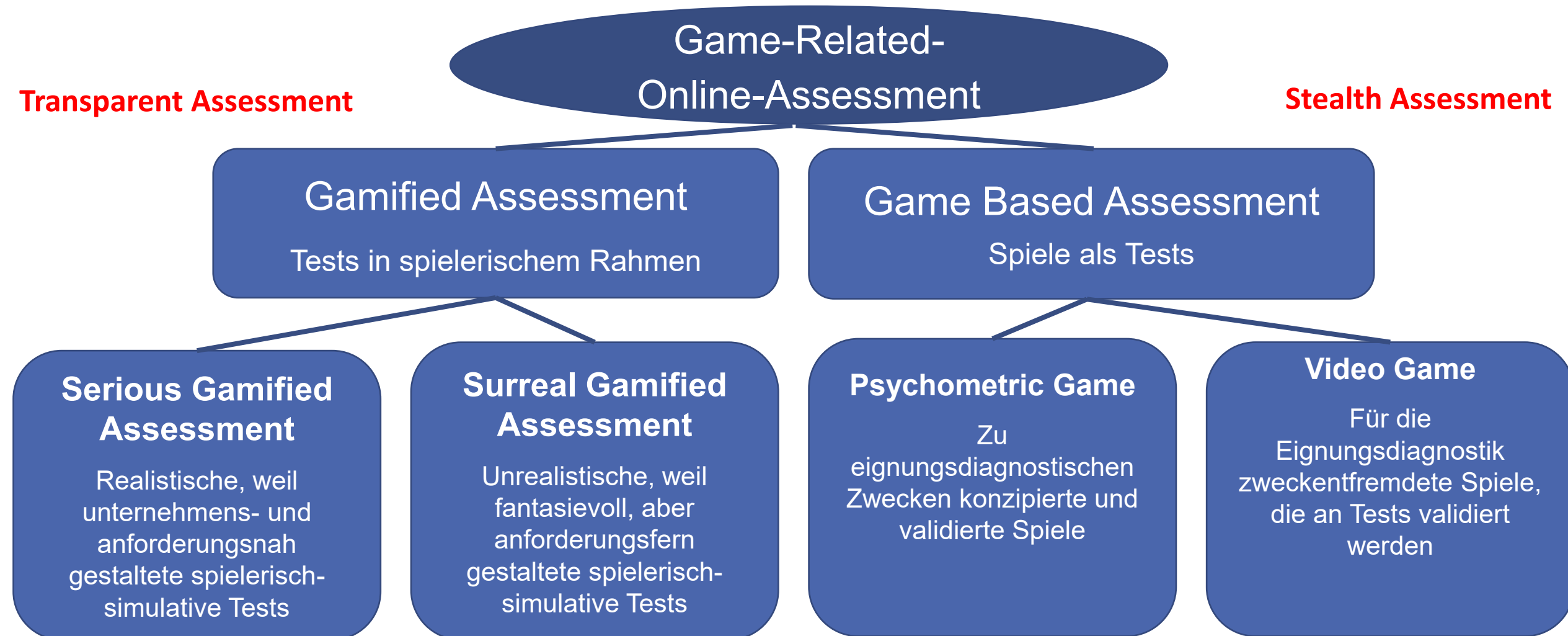


(Quelle: Jansen et al., 2023)

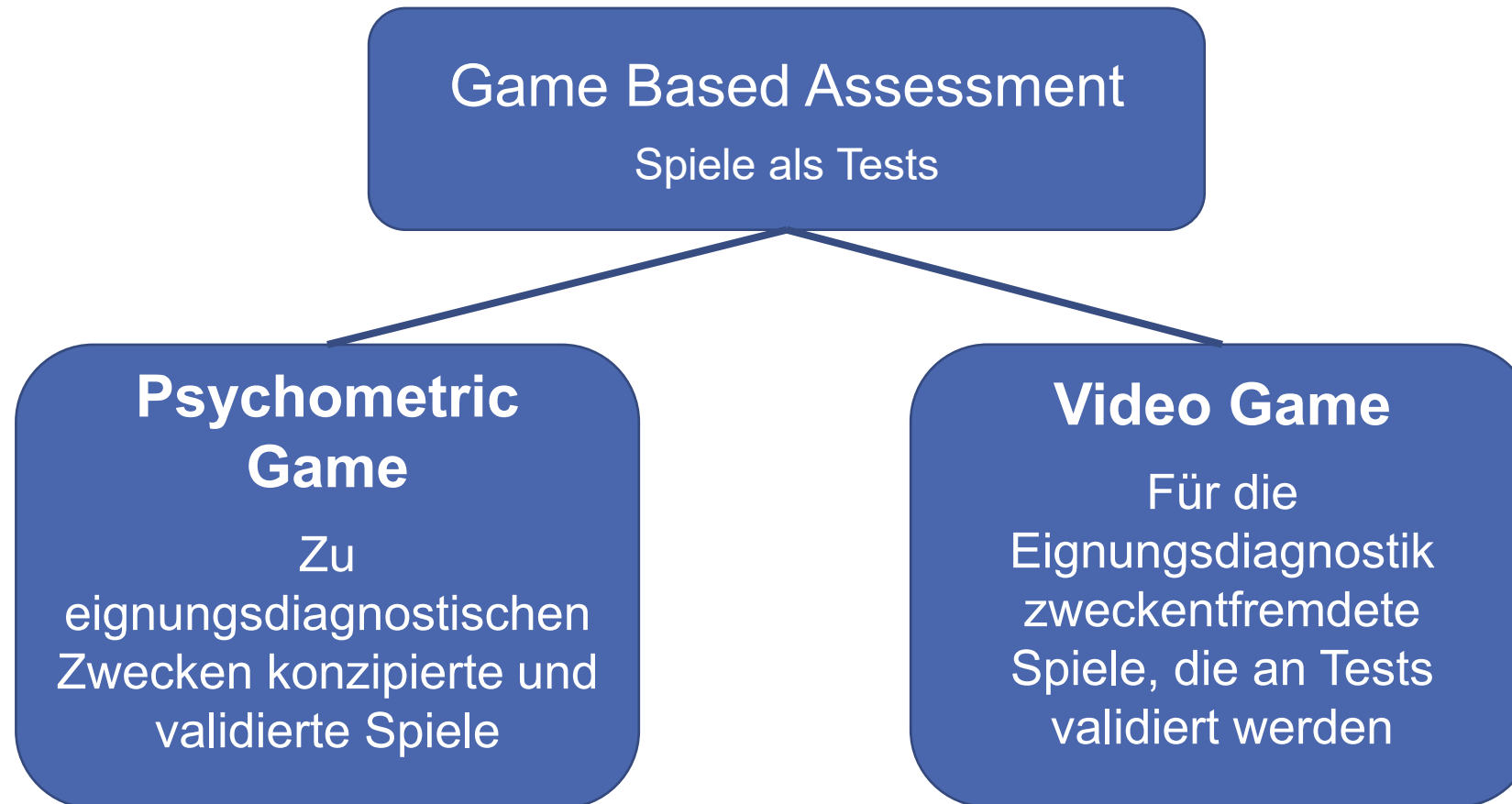
Facetten von Gamification in der Personalgewinnung



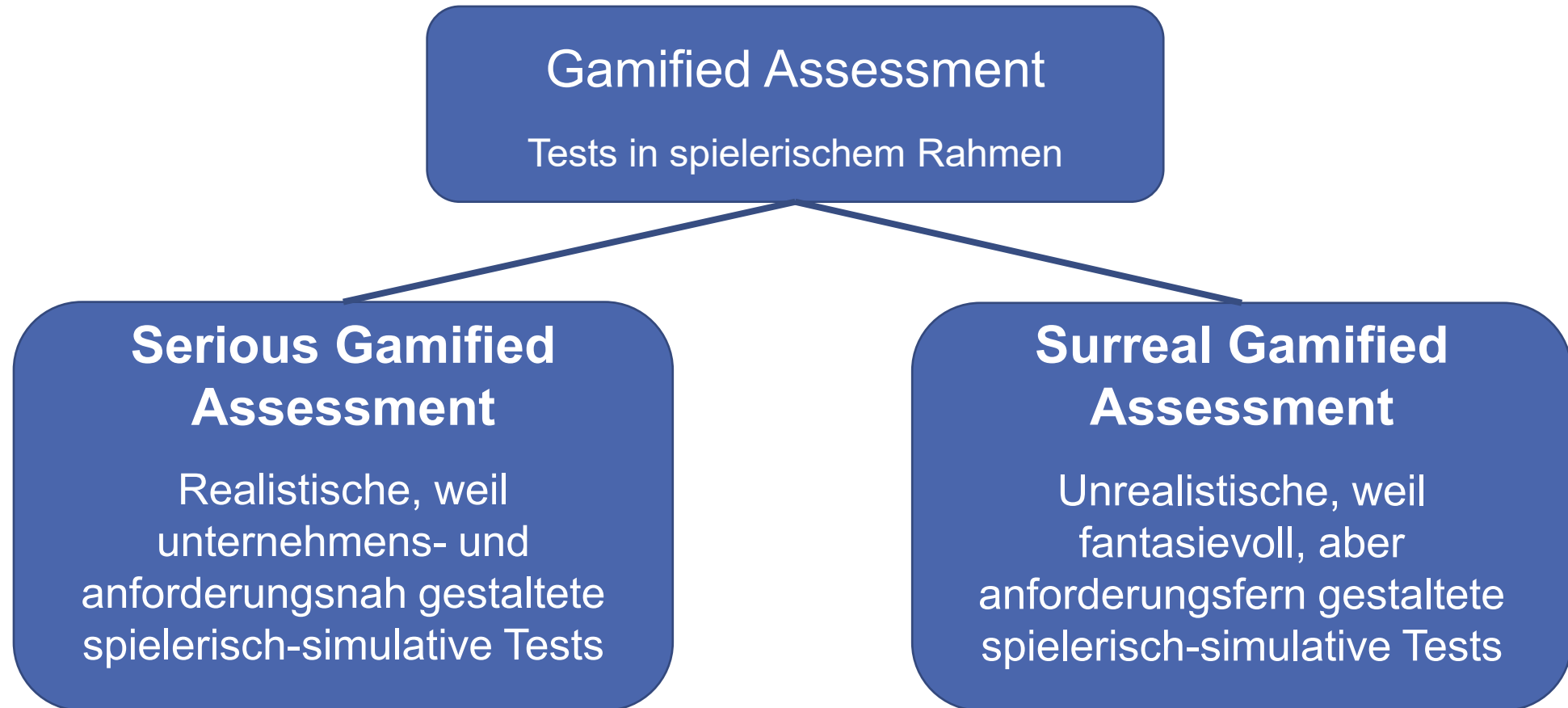
Personalauswahl - Fremdselektion



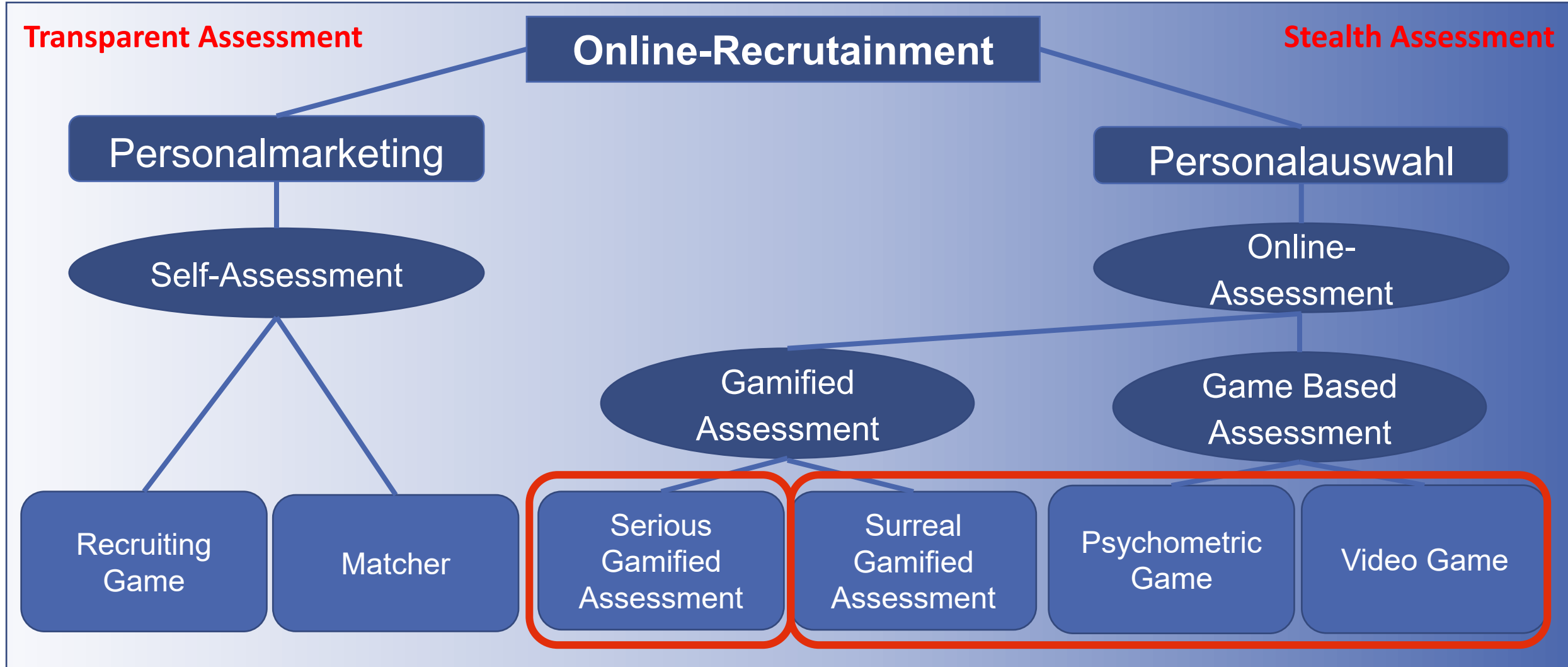
Personalauswahl - Fremdselektion



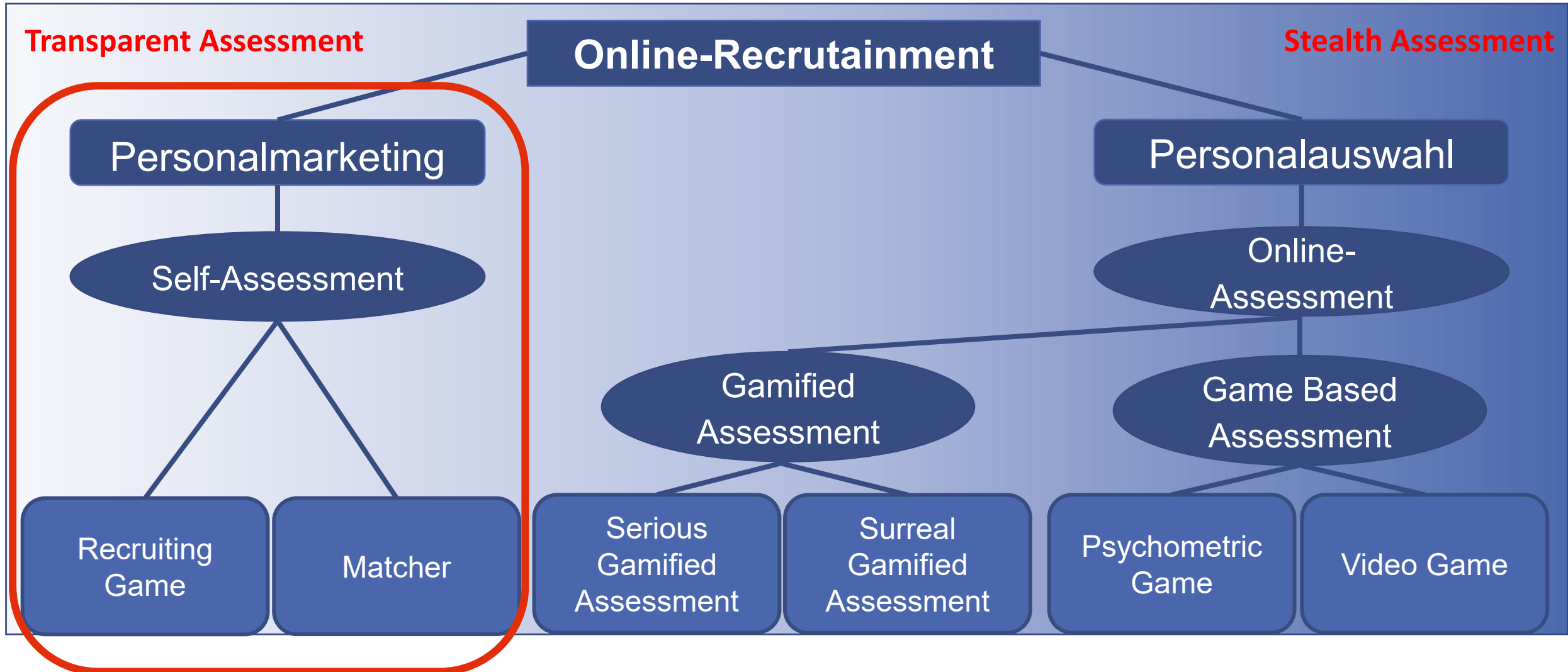
Personalauswahl - Fremdselektion



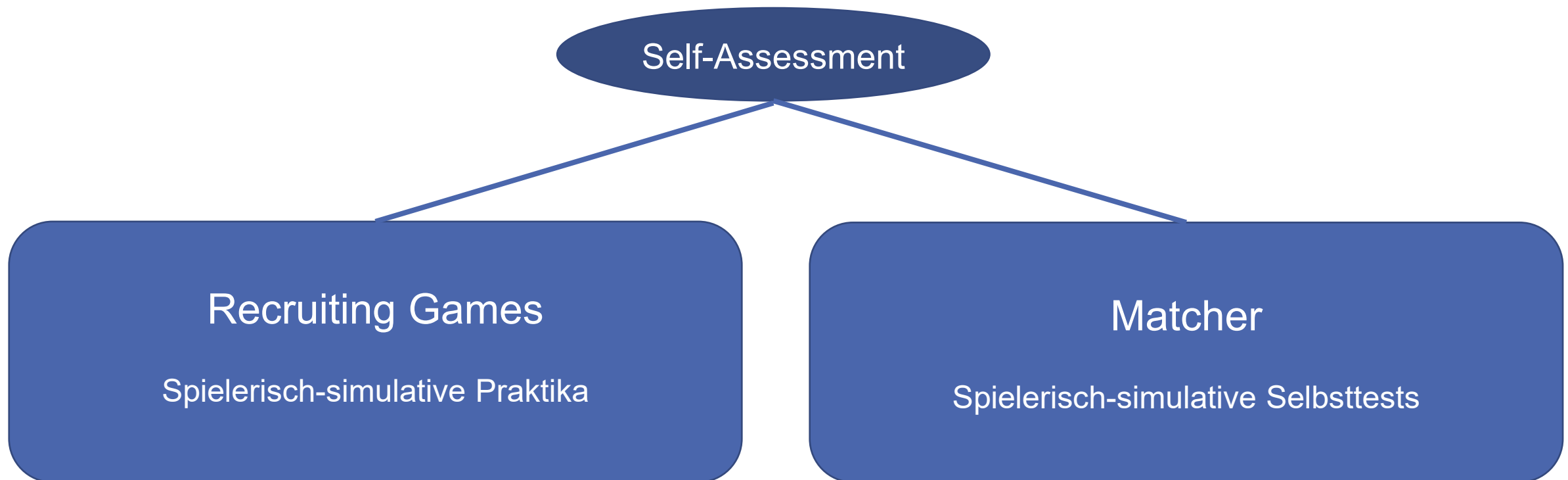
Edutainment versus Entertainment



Recrutainment – Eine Struktur



Personalmarketing



Fazit und Ausblick

- **Serious Games** kommen zunehmend nicht nur in der Personalentwicklung zum Einsatz, sondern auch in der Personalgewinnung
- Dabei werden zwei Ziele verfolgt:
 - Im Rahmen des Personalmarketings soll die Güte der **Selbstselektion** verbessert werden
 - Im Rahmen der **Fremdselektion** soll die Akzeptanz von eignungsdiagnostischen Instrumenten gesteigert werden
- Die **aktuelle Datenlage** deutet darauf hin, dass beide Ziele davon abhängig sind, in welchem Ausmaß etwas über das Unternehmen im Allgemeinen und eine konkrete Position im Besonderen gelernt werden kann

Jansen · Diercks · Kupka



Recrutainment

Lars J. Jansen · Joachim Diercks
Kristof Kupka

Recrutainment

Gamification in Employer Branding,
Personalmarketing und
Personalauswahl

2. Auflage

2. Aufl.

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Kristof Kupka

Recrutainment

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**Vielen Dank für Ihre
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