

## Gamification & Sustainability: A Systematic Literature Review and Future Research Agenda

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### ABSTRACT

The combination of gamification and sustainability offers innovative strategies for engaging stakeholders in sustainable behaviors and addressing pressing environmental and social challenges through the application of game elements and mechanics. This study presents a comprehensive systematic literature review (SLR) exploring the intersection of gamification and sustainability. Using the Scopus database for data collection, 51 papers were analyzed using the theory-context-characteristics-method (TCCM) framework. Employing content analysis, this study identified key themes, trends, and gaps in existing research at the intersection of gamification and sustainability. This study proposes a conceptual framework that synthesizes the findings of the SLR, highlighting the various dimensions and factors influencing the relationship between gamification initiatives and sustainable outcomes. Additionally, this study outlines important directions for future research, shedding light on potential avenues for further exploration and development in this emerging field. This is the first detailed study to explore the literature on the intersection of gamification and sustainability. By offering insights into the current state and prospects of gamification for fostering sustainability, this study contributes to both academia and practice.

**Keywords:** Gamification, Sustainability, Systematic Literature Review, TCCM framework, content analysis