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**IMPACT OF GAMIFIED RECRUITMENT ON CANDIDATE
MOTIVATION AND ORGANIZATIONAL ATTRACTIVENESS IN
TELECOM INDUSTRY OF PAKISTAN**



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ABSTRACT

The purpose of this study is to find the impact of gamified recruitment on candidate motivation and organizational attractiveness in telecom sector of Pakistan. Businesses are fighting in a “war for talent,” and every single hire of a key employee is a battle of increasing strategic importance. A gaming environment has the potential to motivate the actions of players or could trigger desirable changes in their behaviour. Gamification has the potential to convert the entire process or at least a part of it into bite sized manageable steps for engaging the applicants. Therefore, for the purpose of clarity, we refer to Gamification in the context of assessment as the process of applying such elements to assessment processes, in a deliberate attempt to either make them more appealing, enjoyable, engaging or less onerous to candidates. 292 questionnaires have been collected which were filled properly. In light of the findings of this study, positive results have been found between independent and dependent variable for a positive effect of employees. A gamified recruitment is more attractive for organization to get available information about the candidates under a number of conditions. Organizations should recognize that these conditions could either benefit or harm the intrinsic motivation of their employees.

Keywords: Gamified recruitment, candidate motivation, organizational attractiveness, telecom Industry

Dedication

To my Beloved & Respected

Parents & Family

Declaration Form

I, **Saba Khalid, Enrollment No: 01-121182-032, MBA** hereby declare that the thesis has been submitted by me in the partial fulfillment of the requirement for the degree of MBA and this thesis present research carried out at Bahria University Islamabad Campus and aims encouraging discussion and comments. The observation and viewpoints expressed are the sole responsibility of the author. It does not necessarily represent positions of Bahria University Islamabad Campus or its faculty. I also understand that if evidence of plagiarism is found in my thesis at any stage, even after the award of my degree, the work may be cancelled and the degree revoked.

Date 19/12/2019

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