Game on: a systematic exploration of gamification in logistics and supply chain management

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Abstract

Purpose – This study systematically reviews the existing literature on the application of gamification in logistics and supply chain management (LSCM). This study aims to categorise the literature in various logistics and supply chain domains, to conceptualise the gamification framework pertinent in the context of LSCM and to provide a research agenda for scholars in the area.

Design/methodology/approach – The study's methodology adopts the Preferred Reporting Items for Systematic Review and Meta-Analysis framework to conduct a systematic literature review. Forty relevant papers published from 2012 to 2023 are included in the analysis.

Findings – Augmented reality, blockchain, education, sustainability and warehousing have been identified as the key focus areas in which gamification is applied. Furthermore, the paper highlights different research approaches used to study these domains, maps the literature with gamification constructs (affordances, psychological outcomes and behavioural outcomes) and provides potential research avenues for future scholars.

Research limitations/implications – This review offers evidence of the impact of gamification on workforce dynamics, employee motivation, job satisfaction, trust, employee engagement and productivity. The study significantly contributes to the academic community by offering a conceptual framework and meaningful avenues for future researchers.

Originality/value – This research work contributes to the gamification, logistics and supply chain literature by providing a more comprehensive and methodical knowledge of the field. This study adds to the body of knowledge by offering a reference framework for future scholars based on a synthesis of the studies published so far in the area.

Keywords Logistics, Supply chain management, Systematic literature review, Gamification, Research agenda

Paper type Literature review

1. Introduction

> *Gamification is the use of game design elements in non-game contexts* (Deterding *et al.*, 2011, p. 10).

In recent years, gamification has gained significant attention as a promising approach to enhancing various aspects of logistics and supply chain management (LSCM). The LSCM