

# Gamification as an innovation: a tool to improve organizational marketing performance and sustainability of international firms

Gamification  
for  
international  
firms

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## Abstract

**Purpose** – This study aims to investigate an under-researched area, an international marketing perspective, based on international dynamic capability, environmental sustainability and organizational marketing performance in gamification and non-gamification-based organizational culture (OC). This paper deepens the understanding of gamification-based and non-gamification-based OC influence on innovation capability and environmental and organizational marketing performance through the theory of organizational creativity and the theory of administrative behavior (AB).

**Design/methodology/approach** – The authors collect data from firms that abide by the ISO 14091 certifications to ensure the proper quality standards. Primary data from 384 firms are used to test the hypotheses. The results would help firms invest in technological solutions by practicing creativity over time. Additionally, the study helps explore how AB is critical in steering technological creativity for making firms climate-conscious.

**Findings** – The study's findings identified that OC has a positive influence on technological innovation capabilities and environmental innovation capabilities. Technological innovation capabilities have a beneficial impact on environmental sustainability. Environmental sustainability appears to have a substantial correlation with technological innovation skills. Environmental innovation capabilities positively impact environmental sustainability and organizational marketing performance. A moderating effect of gamification on the international dynamic capabilities within a relationship between organizational culture and environmental innovation capabilities exists.

**Originality/value** – The investigation is confined to understanding how gamification-based and non-gamification-based organizational marketing culture affects innovation capability, environmental sustainability and organizational performance through the lens of theory of organizational creativity and theory of AB.

**Keywords** Gamification, Sustainability, Innovation, Organizational culture, Environment sustainability, International dynamic capabilities, Organizational marketing performance

**Paper type** Research paper

## 1. Introduction

Due to the wide spread of knowledge sources for innovation in today's economic environment, a firm's ability to remain competitive depends on opening its boundaries (Gustavs and Clegg, 2005; Primasari, 2022). This paper deepens the understanding of

