

Effective Online Engagement Strategies Through Gamification: A Systematic Literature Review and a Future Research Agenda

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ABSTRACT

Gamification has recently been discovered as an excellent user engagement strategy that has the potential to improve online education, online brand engagement, and information system engagement. Even though the number of studies on gamification has expanded, there is currently no systematic literature review approach for categorizing its online engagement strategies. Therefore, the main purpose of this systematic literature review is to find effective online engagement strategies based on gamification. The literature, as published in top management, information systems, and education journals, was reviewed using preferred reporting items for systematic reviews and meta-analyses (PRISMA) guidelines, and the authors categorized the studies published during the period 2016 to 2021. This study can be considered as among the first to include a systematic literature review with a potential future research agenda on effective online engagement strategies through gamification. The findings indicate several effective online engagement strategies through gamification for three major aspects.

KEYWORDS

Engagement Strategies, Gamification, Information Systems, Online Brand Engagement, Online Education, Online Platforms, Systematic Literature Review

1. INTRODUCTION

Online markets have become increasingly competitive as a result of the growth of various social media platforms and mobile applications, and many businesses are failing to engage users (Suh, Wagner,

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