

## Special Issue

# Gamification as a Sustainable Source of Motivation

### Message from the Guest Editor

The purpose of this Special Issue is to provide new insights into the effects of gamification at different levels. At the transformative level, gamification has been shown to be a highly effective means of motivating sustainable consumption, education and health. At the customer level, gamification can increase marketing effectiveness by promoting user commitment, user engagement, willingness to pay, the adoption of product innovations, customer loyalty and participation. At the intraorganizational level, gamification has great potential to motivate employees and enhance their productivity. At the in-game level, gamification has the potential to enhance users' experiences by increasing their enjoyment, motivation, engagement, effort and persistence. In this Special Issue, we encourage a wide range of submissions from any disciplinary background, including empirical and conceptual research papers, case studies, and reviews that advance the state of the art in examining gamification.

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### Guest Editor

Prof. Dr. Sara Catalán Gil

Department of Marketing and Market Research, University of Zaragoza, Zaragoza, Spain

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### Deadline for manuscript submissions

closed (31 December 2021)



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I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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### Editor-in-Chief

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