

Abstract

The bachelor thesis deals with the use of gamification in the process of adaptation of workers. Its aim is to develop the use of gamification in the process of adaptation of workers. Attention is paid to gamification, its development, principles and use, as well as management and the form of the process of adaptation of workers. The characteristics of gamification that can positively influence the adaptation process of workers and possible pitfalls of using gamification in the process of adaptation of workers are given. The thesis includes qualitative empirical research conducted through interviews with human resource officers working in international organizations operating in the Czech Republic, who use gamification in the adaptation process. The survey focused on the reasons and forms of using gamification in the process of adaptation of workers and the benefits and pitfalls of using gamification from the point of view of organizations.

key words: adaptation of workers, gamification, game, game mechanics, game thinking, gamification in adaptation of workers