

## **Games for Innovation Capacity Building: Discussing a research agenda**

In a world where organizations are facing a constant stream of emerging (innovative) technologies, management and staff are required to be more flexible, open, and critical in exploring new potential. In supporting new digital innovation, a company will inevitably be affected on the level of strategy, value proposition, and operation (Sebastian, Ross, Beath, Mocker, Moloney & Fonstad, 2020). Thus, management must ensure organizational sturdiness and creativity to identify and develop new innovative solutions

Innovation is about thinking and doing differently than before, which is, at its core, essential when adapting emerging technologies and engaging digital innovation since this requires new ways of creating value and often new or different capabilities and knowledge sharing. This can be argued to touch upon the theory of and foundation for creativity and innovation capacity building since the adaptation of digital innovation, and emerging technologies are not only about management's strategic choices but about employees' innovation and creative capacity to understand, think of and execute on new concepts and potentials. Thus, expanding on expertise and creative thinking skills (Amabile, 1998) and indirectly expanding innovative capacity through learning by doing.

However, thinking and doing differently means breaking away from the usual patterns that we rely on. Studies have shown positive effects of applying gamification or design games as innovation facilitators in non-game contexts (Shpakova et al., 2020; Gudiksen & Inlove, 2018). Also, design games and gamification have shown great potential in supporting learning

The reference to design games is based on the understanding that a game can be used in the early stages of development processes for innovation and collaboration.

This PDW aims to present, discuss and co-design a research agenda for games in innovation with the DRUID community.

The PDW is organized into three parts. The first part will feature two talks by the speakers on games in innovation and their capabilities for supporting shared language and why games are interesting from an innovation capacity-building perspective in firms. The second part of the PDW features a small game session to get a hands-on experience with what is meant by games for innovation capacity building. The third part of the PDW features roundtable discussions about a possible research agenda for games in innovation which will be moderated by the speakers and serves as a brainstorming session.

Thus, the PDW has been designed to allow the exchange of ideas and the creation of new research collaborations and agendas. The participants will be invited to engage in gameplay and discussions with the speakers and fellow participants through this workshop session.

### **A tentative program:**

- 09.00-09.30: Introduction to games in innovation
- 09.30-10.00: Shared language in interactive sessions
- 10.00-10.15: Break
- 10.15-10.30: Game intro
- 10.30-11.15: Gameplay
- 11.15-11.45: Roundtable Discussions
- 11.45-12.00: Plenum discussion of insights

**The maximum number of participants for the workshop:** 25 participants

### **A list of confirmed speakers**

Kristina Maria Madsen, Ph.D. on Games for innovation capacity building

Pernille Victoria Andersen, Ph.D. on Shared language in interactive sessions

### **A brief CV of key applicant(s) and speakers**

**Kristina Maria Madsen**, Ph.D., is an Assistant Professor at Aalborg University Business School in the *Business Design Lab*, focusing on multiple aspects of Business Design research. Kristina's research and publications are at the intersection of business design thinking, design research, and game-based methods as approaches to co-creation and innovation. Kristina has developed multiple design-based games that support creativity and design processes within the realm of emerging technology and innovation.

**Pernille Viktoria Andersen**, Ph.D., is an Assistant Professor at the Department of Communication & Psychology at Aalborg University and holds a PhD in multi-stakeholder communication. Pernille's research involves studies of tool mediation and visual scaffolding as resources for involvement, collaboration, communication, and mutual learning between diverse stakeholders. This is studied theoretically as well as in practical cross-disciplinary research, based on theories of communication and informed by discussions of participatory design, co-design, and design anthropology as they relate to stakeholder engagement.