



27 – 29 September 2022, Innsbruck | Austria

9TH RESPONSIBLE MANAGEMENT EDUCATION RESEARCH CONFERENCE

Societal Impact through Entrepreneurship & Innovation

TRACK 06: GAMIFICATION, ROLE PLAYING AND SIMULATIONS IN BUSINESS EDUCATION: RESEARCH, TOOLS AND BEST PRACTICE ON ADDRESSING THE COMPLEXITY OF THE SUSTAINABLE DEVELOPMENT GOALS

TRACK CHAIRS

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KEYWORDS

Business education, global goals, system thinking, social simulation, role playing

TRACK DESCRIPTION

With the adoption of the 17 Sustainable Development Goals (SDGs), the international community acknowledged that the transformation to sustainable and resilient societies cannot happen with a “business as usual” approach. Sensible and long-term solutions to many global and local issues call for a systems approach that can account for complexity and uncertainty on multiple levels, include collaborative decision making and communicating with others, and connect the dots across industries, sectors and stakeholders. Business and management students of today will inevitably act within this global, highly interconnected system, while being challenged by one of the most urgent needs of our times, ensuring sustainable development for all (Vasconcelos & Seingyai, 2022). An innovative approach to business education that is characterized by high-intensity, high-impact, experience-based learning is needed (Hamdaoui, 2014). Gamification, especially social simulation games are one way to approach these challenges in a “playful” way. Participants not only gain insights into complex contexts and political decision-making processes, but can also practice communicating, working in teams, developing an understanding of group dynamics and decision-making processes (Lee et.al., 2011). In this track we call for integrative and suitable approaches to learning and training in business and management education. We call for practice and research in business education that helps students to act and think in complex, dynamical systems and to better anticipate the systemic consequences of plans and actions.

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