



## PROGRAMME

Schedule in UTC+2 (Central European Summer Time; CEST)

Google Meet link: <https://meet.google.com/wvg-bonq-rkz?authuser=1&pli=1>

### Monday, September 5

**16:00 Official Inauguration**

*Prof. Sara Catalán, Chair of the GAMOTEC 2022 Workshop*

**16:00 – 17:00 Plenary Session: Keynote Speakers**

***Prof. Manuela Aparicio and Prof. Gonçalo Baptista***

*NOVA Information Management School (Portugal)*

**17:00 – 19:30 Working Session I – Chair: Sara Catalán**

**Gamification to improve employees' attitude towards e-trainings**

*Paula Bitrián (University of Zaragoza) and Sarah Hatfield (University of Applied Sciences Augsburg)*

**Enhancing tales through games: The brand storytelling gamification**

*Elías Vega-Riera and Carmen Camarero-Izquierdo (University of Valladolid)*

**Can gamification make you fall in love? Assessing the impact of gamified interaction with health and fitness apps on brand love**

*Abhishek Yadav (Indian Institute of Management)*

**The detrimental effect of gamification mechanisms on customer engagement in the context of preventive health technologies**

*Lisa Baiwir, Laurence Dessart and Cécile Delcourt (University of Liège)*

**The impact of the gameful experience on brand loyalty and the intention to use: The mediating role of customer-brand engagement**

*Salma Habachi, Jorge Matute and Ramón Palau (IQS School of Management, Universitat Ramon Llull)*

**Analysing engagement in a gamified loyalty program**

*Sara Catalán and Júlia Marchan (University of Zaragoza)*

## **Tuesday, September 6**

09:00 – 10:45 **Working Session II** – Chair: José Miguel Pina

**Gamification in Human Resources Management Studies: An Application of the twelve dimensions of motivational affordances to the design of an educative escape room**

*Ana Fanjul, Ramón Rueda, María Muñoz-Doyague and Liliانا Herrera (University of León)*

**New experience with Breakout: complementary activities in the university teaching**

*Laura Rienda and Lorena Ruiz-Fernández (University of Alicante)*

**Digital escape room as learning tool. The tradeoff between positive and negative emotions.**

*Manuela López, María Sicilia and Mariola Palazón (University of Murcia)*

**Digital escape rooms as educational resources in the university context. A case study**

*Victoria José González-Rivas (Aprende + Academia), Ana Duarte-Hueros and Rocío Illanes-Segura (University of Huelva)*

10:45 – 11:15 **Coffee break**

11:15 – 13:00 **Working Session III** – Chair: Rafael Bravo

**“Among-Us. Saving Physical Education”. An experience of gamification in physical education teacher training**

*Gonzalo Flores-Aguilar (University of Seville), Virginia Alcaraz-Rodríguez (Valencian International University), Antonio Muñoz-Llerena and Jesús Fernández-Gavira (University of Seville)*

**A challenge-based learning experiences through games. Reflections on sustainability**

*Pablo Gutiérrez-Rodríguez, José Luis Vázquez-Burguete, Ana Lanero-Carrizo, Cesar Sahelices-Pintoc and María Purificación García-Miguel (University of León)*

**Gamification and new approaches in Engineering Education**

*Serafeim Triantafyllou (Secondary Education of Greek Ministry of Education and Religious Affairs)*

**A study on cheating detection mechanisms for generics FPS games**

*YiWen Chen and PoWen Chi (National Taiwan Normal University)*

13:00 **Closing Session**

## ***Acknowledgements***



**Universidad**  
Zaragoza

**G**enerés