Call for papers

Games and organizations: playful innovation in all its facets

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If games have been an integral part of human life for centuries, their dissemination greatly expanded in the early 2000s to encompass all activities with the emergence of so-called "modern" board games (Berri, 2021) and simplified access to the technologies supporting video games. Since then, this phenomenon has only grown. Games appear on every conceivable platform, and for some, they become hybrid by combining physical and digital elements. The creativity of the creators seems limitless, to the point where the acronym "OLNI" (Unidentified Ludic Object) has paradoxically become common. Depending on the practices, recreational games become genuine professional simulations. Conversely, some games offer the general public challenges that are close to the issues faced by companies. The boundary between recreational games, serious games, serious play, and gamification is constantly blurring based on the proposals of the creators and the practices of the players. This playful abundance, both in terms of design and use, now infiltrates everywhere, especially in the professional field of education (Smith, 2009; Goria, 2023) and higher education (Lépinard, 2023; Sanchez, 2023). As a result, various perceptions and transformations of games are at play. Scientific conferences (e.g., International Game Evolution Conference) or professional fairs (e.g., LudiNord Pro) dedicated to ludo-pedagogical practices demonstrate this desire for structuring the field by all stakeholders. More generally, we are witnessing the creation of other structures designed to bring together players in the field of edutainment, such as the "Guilde des Ludopédagogues Francophones", the Consortium Ludopédagogie and the "Syndicat Français des Serious Game Designers".

As a result of these developments, the distinction between what is play and what is not is also blurred, given the variety of playful activities and ludo-utilitarian (ludo-transformed, ludo-adapted, ludo-deformed), and gamified practices and structures. Similarly, from the early days of game analysis to the present, another distinction becomes evident and raises questions: the differentiation, in practice, between activities and structures perceived as more or less playful, often expressed through the terms (serious) play/playing and (serious) game/gaming. More broadly speaking, we are witnessing the emergence of other structures intended to bring together stakeholders in ludopedagogy, such as, in France, the "Guilde des Ludopédagogues Francophones" (the Guild of French-speaking Ludo Educators) and the "Consortium Ludopédagogie" (the Ludopedagogy Consortium). We add a final duality in the form of a continuum between two major categories of organizations. The one is directly involved in gaming: those for whom gaming is at the core of their business (the game industry and game-oriented associations). The second consider gaming / playing is viewed as an addition, whether voluntary or not, aimed at complementing and enhancing processes outside the realm of play. Therefore, in parallel with the establishment of professional associations like the French Syndicate of Serious Game Designers, we are witnessing the growth of an entrepreneurial ecosystem promoting playful practices within organizations on a wide range of topics: innovation, strategy, employee engagement, etc.

In this flourishing context, we have decided to present this special issue of the journal *Market & Organizations*. Our objective is to bring forth ludo-professional topics that have received limited

attention to enrich the discussions and reflections on the use of games and, more broadly, playful practices in the professional world, regardless of the sector. Therefore, the expected submissions can address, but are not limited to, the following original topics:

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- Strategies for the development of the game industry, particularly through dual approaches aiming to design and offer both recreational games and serious games, or games that inherently and formally integrate this dual objective.
- Strategies for the development of organizations in competitive activities related to e-sports and ethical hacking (CTF, Capture The Flag).
- The role of gamers in organizations.
- Relationships between gaming associations and companies.
- Entrepreneurs and companies specialized in designing or assisting organizations in integrating games, play, or gamification into their practices, as well as the professionalization of certain actors such as influencers and playful facilitators.
- The acceptance of playful practices by employees and the ethics of gamification.
- Participatory playful practices within organizations to develop cross-cutting skills (such as innovation) or address global issues such as societal and environmental challenges.
- The understanding, perception, adaptation and design of practice or device that may be considered as a kind of play/game.
- Contributions of play or games to innovation processes.
- The professionalization of certain players, such as influencers and game animators.

Submission instructions:
Abstracts (around 600 words) for the first selection should be sent in Word or Open Office format to the following addresses:
stephane@goria@univ-lorraine.fr & philippe.lepinard@u-pec.fr

Full manuscripts should be submitted following the formatting and referencing guidelines of the journal Market & Organizations:
https://rri.univ-littoral.fr/wp-content/uploads/2021/09/Instructions-for-authorsGB110816.pdf
Manuscripts should be between 6,000 and 8,000 words in length, including title in French and English, abstracts in French and English (150 words each), keywords in French and English, JEL codes, paper including tables and figures.
Submissions should be sent to: https://mo.manuscriptmanager.net

Indicative schedule:
- January 27, 2024: submission of an abstract of around 600 words in Word or Open Office format.
- April 22, 2024: reply from the editorial committee
- September 23, 2024: final text sent (see submission instructions).
- December 2, 2024: reply from the editorial board
- March 17, 2025: dispatch of corrected texts
- Publication, during 2025, according to journal schedule

Mail address for questions and clarifications from the authors:
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Indicative bibliography

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