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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction -- The concept of shared value in the context of newest marketing theories -- Consumer engagement in the context of value creation -- Expression of the concept of gamification in the context of ICT development -- The conceptual model of gamification-based consumer engagement in value creation -- Research methodology of gamification-based consumer engagement in value creation in the context of ICT development -- Research results of gamification-based consumer engagement in value creation in the context of ICT development -- Conclusions and further research directions.
Sommario/riassunto	In the context of rapid ICT development, this book focuses on how gamification affects consumer engagement and can be used to create a shared value for customers and companies. Based on the constructs of shared value, consumer engagement and gamification, it creates a conceptual model and a research methodology to enable empirical testing and provide complex empirical research findings. The book demonstrates the use of game elements and the motivation to play games as a means of achieving a psychological effect, i.e., consumer engagement manifested through gamified activities and brand engagement. This joint empirical study, by an expert team, concludes that the analysis of consumer perceived value in the context of

engagement in gamified activities should distinguish between not just the theoretically identified company/brand-related economic, emotional, functional and social values, but also between engagement-related social and functional values.
