

**AY2024 Center for Inclusive Leadership (CIL)**  
**Teaching Case Development and Pedagogy Research Subsidy Report**  
 ティーチングケース開発・教授法研究助成報告書

<b>研究代表者</b> Research Representative	所属・職位 Affiliation/Position	APM/Associate Professor	氏名 Name	Pajaree Ackaradejruangsri
<b>研究課題名</b> Research Title	Gamification and Marketing: Leveraging Active and Inclusive Learning in Marketing through Gamified Activities			
<b>研究メンバー</b> Research Group Members	氏名 Name	所属 Affiliation		職位 Position
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<b>研究成果(研究経過・到達点を明確にご記入ください。800～1,000 字)</b> <b>Research Results</b> (Please state clearly the research progress, results, approx. 400 words.)				
<p>I am truly grateful to have received the AY 2024 Center for Inclusive Leadership (CIL) Research Subsidy for Pedagogy Research under the theme, “Gamification and Marketing: Leveraging Active and Inclusive Learning in Marketing through Gamified Activities.” This support has been instrumental in advancing my research and providing the necessary resources to work on my next publication.</p> <p>With this financial support, I was able to hire Research Assistants (RAs) to help conduct an extensive literature review. Our review focused on key areas such as Gamification in Higher Education, Active and Inclusive Learning, and the United Nations Principles for Responsible Management Education (PRME) Impactful Learning (i5) Framework. This in-depth analysis allowed me to address existing research gaps, refine the focus of my study, and clearly define the research questions.</p> <p>As a result, my research has evolved into “Leveraging Active and Inclusive Learning in Marketing through Gamified Activities: The Integration of PRME i5 Framework.” This study explores the pedagogical benefits of gamification in enhancing active and inclusive learning in Marketing education at the college level, incorporating the UN PRME i5 Framework.</p> <p>With preliminary findings from the literature review, I had the opportunity to present at the 8th International Conference on Teaching, Learning &amp; Education, held from July 26–28, 2024, in Dublin, Ireland and the Asia Pacific Conference 2024, held from Nov 30-Dec 1, 2024, in Beppu, Japan. Both of the presentations were well received, and the feedback I received helped refine my research design and data collection methods.</p> <p>Beyond the literature review, I successfully conducted 43 surveys and three Focus Group Discussions (FGDs). The RAs played a key role in this process, assisting with data recording and transcription.</p> <p>I am now in the process of analyzing both the quantitative and qualitative data gathered from the surveys and FGDs. All the proposed hypotheses are supported with statistical significant. The common keywords that often mentioned by the students when learning with gamification are “engaging, challenging, fun, stimulating, interactive, proactive, immersive, exciting, collaboration, active, participation, teamwork, inclusive, competitive, interactive, fun, exciting, thrilling, innovative, impressive, effective, long-lasting, thought-provoking, memorable, impactful, strategic, realistic, productive, competitive, under pressure, nerve-wracking, risk-taking, trial and error.”</p> <p>I hope that the insights from this research will be valuable, leading to a submission for publication in the Journal of Marketing Education, a Scopus-indexed journal ranked B in the Australian Business Deans Council</p>				

(ABDC) journal list.

I am very thankful for CIL continued support throughout this process. Your kind and excellent assistance has been invaluable in helping me achieve these milestones, and complete this research project. I look forward to sharing the final outcomes with CIL team.

**研究発表(論文、学会等) ※予定を含めてご記入ください。**

**Research Publications (journal articles, conferences, etc.) \*Please include future plans as well.**

発表方法 Publication Methods	詳細 Details		
著書・論文等 Books or Articles	著書・論文名等 Title of Books or Articles	出版社／掲載誌・巻号等 Name of Publisher / Name and Volume of Journal	刊行年月日 Date of Publication
	Leveraging Active and Inclusive Learning in Marketing through Gamified Activities: The Integration of PRME i5 Framework	Target to submit to Journal of Marketing Education	To be submitted.
学会等 Presentation at an Academic Conference	タイトル Title	学会名 Name of an Academic Conference	発表年月日 Date of Presentation
	Leveraging Active and Inclusive Learning in Marketing through Gamified Activities: The Integration of PRME i5 Framework	8th International Conference on Teaching, Learning & Education (Dublin, Ireland)	July 26–28, 2024
	Leveraging Active and Inclusive Learning in Marketing through Gamified Activities: The Integration of PRME i5 Framework	Asia Pacific Conference 2024 (Beppu, Japan)	Nov 30–Dec 1, 2024
その他 Others			