



**Serious Gaming =  
Serious Business**

# **2015 International Workshop on Serious Gaming = Serious Business**

Held in conjunction with the 17<sup>th</sup> International Conference on  
**Humans and Computers (HC-2014)**

**March 5, 2015, Hamamatsu, Japan  
Shizuoka University Campus**



## **Call for Papers**

### **Overview**

The rising popularity of video games has seen a recent push towards the application of video game-based technologies to teaching and learning. Serious games, that is, games with a primary purpose of education and training as opposed to entertainment, take advantage of the power of computer games to captivate and engage players/learners for a specific purpose. The widespread use of serious games can be observed within an array of educational and training settings (e.g. military training, health professions education, patient education, business training, amongst others), particularly given the current generation of learners who are growing up spending a large amount of time playing video games. In fact, according to the French consulting company *iDate*, as of 2010, serious games represented a \$1.5 billion (US) market globally and it has been suggested that the market will increase ten-fold, becoming a \$15 billion (US) global industry in 2015. Not only do serious games provide a cost-effective training alternative to many existing training approaches, they also present a large business potential.

We are pleased to announce the *First International Workshop on Serious Gaming = Serious Business (SG=SB 2015)*, a workshop dedicated to serious gaming, virtual simulation, and the corresponding business/economic implications. The venue will provide an opportunity for the demonstration and study of the ways in which virtual simulation, serious games, and gaming technologies are transforming the educational and business landscape. It is a platform for disseminating innovative research and development work on game, entertainment, media technologies, and related cost-effective business solution, applying lessons learned, and developing new ideas through audience interaction. Participation from all sectors including academia, industry/business, and government is welcome. The *SG=SB 2015* workshop brings together researchers, developers, industry/business, and government partners for formal and informal engagement and examination of emergent features of serious games, virtual simulations, and the potential impact to society they present.

## Scope of the Workshop

Through exciting and thought provoking demonstrations and presentations from leaders in academia and industry, the *SG=SB 2015* workshop will address a variety of topics including novel developments and applications in all areas related to virtual simulation, serious gaming, and related business/economic implications. Potential topics include but are certainly not limited to the following:

- Medical (health professions) education and training.
- Power plant operation and safety procedures.
- Health and healthy lifestyle promotion.
- Exergaming (games to promote physical fitness and exercise).
- Education (primary, high school, and beyond).
- The use of toys in games and education.
- Social change.
- Networking, security, privacy, and legal issues associated with serious gaming.
- Business and economics of serious gaming.
- Economic feasibility and implications of using serious games and virtual simulations.
- Serious gaming and virtual simulation platforms.
- Mixed and augmented reality.
- Interface design.
- Cultural issues.
- Technology (e.g., stereoscopic 3D, interaction devices, tracking, etc.) and its implications.
- User experience (engagement, immersion, usability, etc.).
- Technology transfer, copyright and intellectual property.

Although submissions do not have to focus on business and economics, we expect such issues to be addressed and given proper consideration as the scope of the reported work permits.

## Submissions

We invite submissions of extended abstracts in all areas of gaming that fall within the scope of the conference. Submissions must present original, unpublished research or experiences. Submissions under review elsewhere **MUST NOT** be submitted to the *SG=SB 2015* workshop. Submissions should properly place the work within the field, cite related work, and clearly indicate the innovative aspects of the work and its contribution to the field along with (even a brief) discussion regarding the potential economic and/or business implications of the work. Paper length is restricted to a maximum of two pages. All accepted submissions will be scheduled for an oral presentation followed by a discussion and Q&A session during the workshop.

## Submission Formatting

All submissions must adhere to IEEE formatting: Portable Document Format (PDF) formatted in two-column conference style. Please see the IEEE proceedings template available via the following URL:

[http://www.ieee.org/conferences\\_events/conferences/publishing/templates.html](http://www.ieee.org/conferences_events/conferences/publishing/templates.html)

Please submit your contribution via the EasyChair conference system available via the *HC-2014* submission website via the following URL:

<https://easychair.org/conferences/?conf=hc2014>

Authors of the best works presented at the workshop will be invited to expand to full length articles for submission to one of the following journals or edited book venues:

1. Book chapter in the Springer edited book *Recent Advances in Technologies of Inclusive Well-Being: Wearables, Virtual Interactive Spaces (VIS)/Virtual Reality, Emotional Robots, Authoring tools, and Games (Serious/Gamification)* with editors A. Brooks, S. Brahnam, and L. Jain.
2. Book chapter in the Springer edited book *Mobile Services for Toy Computing* with editors N. Lee, and P. Hung.
3. Special issue of the *PsychNology Journal*  
<http://www.psychnology.org/>
4. Special issue of the *International Journal of Business Process Integration and Management*  
<http://www.inderscience.com/jhome.php?jcode=ijbpim>

Authors of selected papers must comply with the requirements of the respective journal or book series.

## Conference Organization

### Workshop Organizers

Bill Kapralos, UOIT, Oshawa, Canada.  
Kamen Kanev, Shizuoka University, Hamamatsu, Japan.  
Michael Jenkin, York University, Toronto, Canada.  
Patrick Hung, UOIT, Oshawa, Canada.  
Alvaro Joffre Uribe Quevedo, UMNG, Bogota, Colombia.

## Important Dates

- Submission deadline: Sunday February 15, 2015
- Notification: Sunday February 22, 2015
- Final submission: Friday, February 28, 2015

## Conference Venue

The 2015 *International SG=SB* Workshop is being held at the at Shizuoka University, Hamamatsu campus (3-5-1 Johoku, Naka-ku, Hamamatsu City).

<http://www.shizuoka.ac.jp/english/campuslife/campus/hamamatsu/>

## For Further Information

Please consult the official *HC-2014* website (<http://ktm11.eng.shizuoka.ac.jp/HC2014/>) for updates and additional workshop information. General inquiries about the workshop can be directed to Bill Kapralos: [bill.kapralos@uoit.ca](mailto:bill.kapralos@uoit.ca).

