

Developing a Business Simulation Game to Enhance Innovation Readiness of Organizations: A Design Based Research

De Silva, T. R.¹ and Yatigammana, M. R. K. N.²

This concept paper narrates a study aimed at investigating the process of developing a set of design principles and a scientifically validated business simulation game to enhance the level of innovation readiness within organizations, based on contemporary best and emerging practices. The study will employ an empirical approach using the Design-Based Research (DBR) method, which integrates theory and design elements. The uniqueness of this study lies in its integration of various concepts of innovation readiness and business simulation design, providing a holistic framework for enhancing organizations' ability to innovate. Additionally, the study incorporates theories such as Cognitive Flexibility Theory, change efficacy, change valence, and experiential learning to create a business simulation game. The anticipated outcomes are twofold. Firstly, the establishment of a set of design principles will guide future research endeavors and aid in the development of similar simulations. Secondly, the creation of a robust simulation game will enable organizations to enhance their level of innovation readiness, leading to better and faster innovations.

Keywords: *Business Simulation Game, Change Management, Cognitive Flexibility Theory, Design-based Research, Design Principles, Innovation Management, Innovation Readiness*

¹ University of Kelaniya, Sri Lanka (rukmal@361.lk)

² University of Kelaniya, Sri Lanka (kaushalya@kln.ac.lk)