

MANIFESTATIONS AND SIGNIFICANCE OF “WORK EXPERIENCE” IN THE ORGANIZATION

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Abstract: *One of the most outstanding difficulties of business life nowadays is how the lack of workforce is treated. Thanks to this, organizations put more and more emphasis on keeping the current staff besides recruiting the right employees. The aim of the presentation is to highlight a novel approach in the success of keeping the employees where the emphasis is on the experience of work – and within this to help the flow experience. This is used consciously by more and more organizations to strengthen employee loyalty. The introduction of the right practices through company examples offers an analysis which helps summarize the possibilities and the practical realization. We can say that conscious organizations already start the influence through experiences in the job searching phase, which is often helped by experts who are specialized in this. After having employed these people there is an unlimited palette of possibilities to be used through gamification to internal organizational competitions to virtual reality. In several cases the process does not stop even after the employee has left the company so that the company’s reputation is not harmed by a bit and to give the possibility of a later employment. This trend would appear more consciously in Hungary, too thanks to the multinational companies with a history and national organizations with an advanced approach.*

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