



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

One Day International Workshop on Gamification in Economics

7/22/26, 3:38 PM

Circular

Ref No: KLEF/RO/MBA/Workshop/2026-27

Date: 21-07-2026 .

Orders of Honourable Vice-Chancellor Dt. 21-07-2026

CIRCULAR

Subject: Conduction of one-day workshop on "Gamification in Economics: Enhancing Economic Learning through Interactive Game-Based Methods" as part of the academic visit of Dr. Gianluca Mattarocci, Professor of Banking, University of Rome Tor Vergata, Italy, in Vaddeswaram campus - Communication - Reg. .

Ref: Letter received from Dr. N. Padma, HoD – MBA and forwarded by Dr.M. Kishore Babu, Dean – MH&IR, Vaddeswaram campus .

This is to inform that the Department of MBA, KLEF Vaddeswaram campus, in association with the Office of International Relations, is organizing a one-day workshop on "Gamification in Economics: Enhancing Economic Learning through Interactive Game-Based Methods" as part of the academic visit of Dr. Gianluca Mattarocci, Professor of Banking, University of Rome Tor Vergata, Italy.

The workshop aims to introduce innovative pedagogical approaches that integrate gamification into economics education, enabling participants to explore interactive learning methodologies, simulate economic and market scenarios, and discuss practical classroom applications.

Workshop Particulars	Details
Title	Workshop on Gamification in Economics
Theme	<i>Enhancing Economic Learning through Interactive Game-Based Methods</i>
Resource Person	Dr. Gianluca Mattarocci Professor of Banking University of Rome Tor Vergata, Italy
Date	23rd July 2026 (Thursday)
Time	10:00 AM – 5:00 PM
Venue	Jasmine Hall, KLEF



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Workshop Highlights

- Explore game-based learning tools.
- Simulate market behaviour through interactive activities.
- Discuss classroom applications and innovative teaching methodologies.

Participants will receive:

- E-Certificate
- Digital Learning Resources

Registration: Participation is free of cost.

Registration Link: <https://forms.gle/orcX9ycultVQQpfSA>

Last Date for Registration: 22nd July 2026

Faculty Members, Research Scholars and Students of Department of MBA, BBA, B.Com, Economics, Commerce, and other interested disciplines are invited to participate.

Organized by

Department of MBA, KLEF, Vaddeswaram campus in association with Office of International Relations.

Convenor

1. Dr. K.V.V Raju Associate Professor, Department of MBA.
2. Dr.S.Venkata Ramana Associate Professor, Department of MBA.

Co-Convenor

K. Anusha, Assistant Professor, Department of MBA, Office of International Relations.

For any queries regarding registration or participation, the Co-Convenor - Dr.K. Anusha, Assistant Professor, Department of MBA, KLEF Vaddeswaram campus (Mobile: 9700193232) can be contacted.

All Heads of Departments are directed to circulate this information among Faculty members, Research scholars and Students and encourage their active participation

REGISTRAR

out:blank

1/2

22/26, 3:38 PM

Circular

Mail & Hard copy to: Dr. N. Padma, HoD - MBA

Mail to: Mail & Hard copy to: Hon'ble President, KLEF

Mail to: Hon'ble Vice-Presidents, KLEF

Mail & Hard copy to: Hon'ble Pro Chancellor

Mail & Hard copy to: Hon'ble Vice-Chancellor

Mail & Hard copy to: Pro Vice-Chancellors

Mail to: Chief Coordinating Officer-Dr.A. Jagadeesh

Mail to: Special Officer -Dr.A. Vani

Mail to: All Advisors / All Deans / All Additional Deans / Controller of Examinations / All Sr.Directors / All Directors / All Principals /

All Vice-Principals

Mail to: KL.H - Principal Off Campus Centre, Aziz Nagar Campus / KL.H - Principal Off Campus Centre, Bowrampet

Mail to: All HoDs of Vaddeswaram campus

Mail to: All HoDs of Off-campus Centres-Aziz Nagar & Bowrampet, Hyderabad

Mail to: Dean - MH&IR

HoD-MBA

Through ERP: Joint Registrar / Deputy Registrar / AR-Dr.MVAL Narasimha Rao

Through ERP: Librarian

Through ERP: Webmaster-Mr.LV

Through ERP: Chief Technical Officer (CTO)-Mr.A.Satya Kalyan

Mr. Raja Sekhar, Emp. No. 2482, Jr. Network Administrator (E-mail: rajasekhar_syte@kluniversity.in)

Through ERP: Professor In-charge, EduTech, Animation-Dr. M. Siva Kumar, Assoc. Professor,ECE

Through ERP: All Faculty members of all Vaddeswaram campus

Thanks & Regards



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KL
UNIVERSITY

Presents

WORKSHOP ON GAMIFICATION IN ECONOMICS

Enhancing Economic Learning through Interactive Game-Based Methods



Explore
Game-Based
Learning Tools



Simulate
Market
Behaviour



Discuss
Classroom
Applications

RESOURCE PERSON



Dr. Gianluca Mattarocci

Professor of Banking,
University of Rome Tor Vergata



DATE 23rd July 2026



TIME 10:00 AM to 05:00 PM



VENUE Jasmine Hall, K L E F



REGISTRATION:

Free for all participants.



DATE: 20th July 2026

ORGANISED BY

K L Business School, K L E F

CONVENOR

Dr. K.V.Raju
Associate Professor

CO-CONVENOR

Dr. S.Venkata Ramana
Assistant Professor



REFRESHMENTS
PROVIDED



E-CERTIFICATES
FOR PARTICIPANTS



DIGITAL RESOURCES
SHARED



Event Report

One Day International Workshop on Gamification in Economics : Enhancing Economic Learning through Interactive Game-Based Methods

Programme Summary

Department of MBA, KL Business School, in association with Office of International Relations, KL Deemed to be University, organized a workshop on “**Gamification in Economics : Enhancing Economic Learning through Interactive Game-Based Methods**” on 23rd July 2026 at Rose Hall, C-Block, KL Deemed to be University. The workshop was organized by Dr. S. Venkata Ramana, Associate Professor and Dr. K.V.V. Raju, Associate Professor in coordination with Dr. K. Anusha, Office of International Relations. **Dr. Gianluca Mattarocci**, Professor of Banking, University of Rome Tor Vergata, Italy, was the resource person for the workshop.

The objective of the workshop was focusing on innovative game-based approaches to teaching and learning economics by exploring innovative game-based learning tools for economics, experiencing market behaviour through interactive simulations and learning practical classroom applications of gamification in various fields like Manufacturing, Marketing and Production.

The workshop commenced with a welcome address by the Department of MBA, followed by the introduction of the distinguished resource person, **Dr. Gianluca Mattarocci**. Dr. Mattarocci presented an engaging session on the role of gamification in economics education and highlighted how game-based learning strategies can improve student participation, conceptual understanding, and classroom engagement. Through real-world examples and interactive activities, he demonstrated how simulations can effectively explain economic principles, market dynamics, and decision-making processes.

Participants actively engaged in group-based exercises, market simulations, and classroom discussions that encouraged teamwork, analytical thinking, and problem-solving. The sessions also focused on practical applications of gamification in higher education, enabling faculty members to explore innovative instructional strategies for management and economics courses.

The workshop concluded with an interactive question-and-answer session, where participants discussed the implementation of game-based learning techniques in their respective teaching and learning environments.



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Concluding Remarks

The workshop successfully achieved its objective of introducing innovative, learner-centric teaching methodologies in economics education. The expert insights shared by **Dr. Gianluca Mattarocci** and the interactive nature of the sessions enabled participants to gain practical exposure to gamification techniques and their classroom applications. The programme enriched the academic environment by promoting experiential learning and strengthening international academic collaboration between KLEF Deemed to be University and the University of Rome Tor Vergata, Italy.

The resource person was presented with a shawl and memento as an appreciation gesture by **Dr. M. Kishore Babu**, Dean (MHS & IR) and **Dr. S. Padma**, HOD, Department of MBA. The workshop concluded with a formal vote of thanks, expressing gratitude to the resource person, the Office of International Relations, the university administration, faculty members, and all participants for their valuable contributions to the success of the event.

Visual Highlights of the Event





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