

ELECTRONIC SPORT MANAGEMENT INNOVATION AND GAMING BUSINESS GROWTH ANALYSIS IN THAILAND

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ABSTRACT

Abstract— Nowadays, games are becoming more socially acceptable on a global scale. Nevertheless, the question that remains in the minds of many remains. Regardless of where the game can go, how serious can people be so serious about the game that they can make a living steadily? Games that have evolved have become consoles and computers; to this day, it is already a sport. Therefore, competition is a must-have. Industry matters e-sport is gaining attention from all businesses and is growing in many Thai gaming businesses that are very interested in this business.

Furthermore, the industry will be able to regain its revenue. This is evident from cooperation with hardware and software manufacturers and participation in many competition activities in Thailand and internationally. The following esports are not just kids' games anymore. It is a matter for adults to understand, not to understand what a game is, but to understand how to develop it so that all sectors understand the game because of the growth of Thailand's gaming business.

This article is written to inform readers about esports management, so it focuses on two key issues: 1) innovation in esports management and 2) analysis of the growth of the gaming business in Thailand.

Keywords— E-sports, Gaming Business, Management Innovation

INTRODUCTION

In modern times, the term E-sport is commonly spoken about; it has evolved from playing just leisure activities to playing with friends to relax to a game that requires skill and thinking. The game evolved continuously until the e-sport (electronic sport) emerged. According to the Royal Academy Dictionary (2011), sport refers to rules-based activities or play for fun, stress relief, or physical strength and may be used as a competition for excellence. Therefore, e-sport is also considered a sport but does not focus on strengthening the body. In 2017 Thailand gained widespread popularity in e-sports, with the No. 1 largest gaming market in SEA (Thisisgamethailand, 2017). The Sports Authority of Thailand meeting approved the declaration of e-sport as a sport can register as a sports association according to the Sports Authority of Thailand Act B.E. 2015 (Thairath Online, 2017). Shows that e-sports is now an e-sport in Thailand and is gaining popularity and recognition. In addition, many competitions are held, such as the ROV pro league by Karina Online (Thailand) Co., Ltd., to create quality athletes with professional competitive experience to develop into competent athletes through official standardized competitions that use the most popular games at the time, namely games RoV or Arena of Valor, MOBA game on mobile. The development of e-sports is very high, resulting in an increasing demand for various aspects, and one of the needs that is a factor in the development of e-sports is social need. At present, the e-sport society is usually an online or virtual community. Dennis, Poothari, and Natarajan (1998) said that a virtual community is a community that gathers together and interacts through the Internet—promoting physical activity and developing sports for excellence to further professional success. Development of the sports industry to add economic value and enhance

the quality of sports management to bring good results to the people and the nation will also enhance sports in the country and add tremendous value to the sports industry and the country's economy. Nowadays, people of various nationalities are interested in esports. After esports was certified by the Ministry of Tourism and Sports to be included as another sport, there was a significant change in terms of growth in esports, athletes, teams, competitions spectators, and investors in Thailand. Therefore, the researcher foresees that, at present, society is in the trend of e-sports. The e-sport community has been created, and many innovations and approaches to business and job creation demonstrate the importance of e-sport. As a result, the researcher would like to study and research innovation and business approaches in Thailand to be used to create esports next.

Objective

1. To study the feasibility of operating and expanding the game business.
2. To formulate plans and strategies for business operations.
3. To improve and develop the model of services to meet the needs of consumers.

Innovation management capability concept

Innovation results from research and development that have been created and improved to develop economically valuable products according to the innovation development strategy that corporate executives have planned (Tidd & Bessant, 2009). The innovation of one group of people may not be the innovation of another group of individuals, and innovation is the process of transforming a valuable concept into a value-added model for an organization (Merx-Chermin & Nijhof, 2005). In addition, innovation from the past to the present is inseparably related to human beings, resulting in changes in the structure of the manufacturing and service industries as the social structure is also an economic driver that can create economic growth and increase the capacity of the organization (Lado & Maydeu-Olivares, 2001). Moreover, innovation creates a competitive advantage (Hult et al., 2004). Product innovation drives opportunity generation. Marketing innovation, process innovation, as well as product development, entrepreneurs should focus on innovation and integrate multiple dimensions of the principle of development through potential personnel to make the organization competitive. Innovation competence focuses on different dimensions; innovation capabilities occur at national and organizational levels with different definitions (Yasof & Jarad, 2011). Innovative organizational capabilities may result in more efficient internal systems and processes for specific industries such as agriculture, information technology, and textiles. Academic works, innovations, and creative works are to be commercially practical. This will result in product, process, and marketing innovation, a commercial benefit that creates added value. These can be made possible by internal resources combined with integrating factors transformed or supported externally (Hareebin et al., 2016).

Innovation requires innovators an organization wants to develop into an organization of innovation. It is necessary to create for the members of the organization, who here are executives at all levels, and employees, especially employees, must have innovative habits. According to studies, research, and related documents, it was found that the factors affecting innovation habits. The freedom of employees to work is something that predates innovative habits. Set the direction Self-functioning Also, an essential factor of innovation habits is the perception of corporate support (Sazandrishivili, 2009). This includes the organization's recognition of resources for work. Benefits Executives' encouragement makes people feel engaged and want to reward the organization by innovating to solve problems or to increase operational efficiency (Pundt & Nerding, 2010).

Esports management

The term e-sport stands for electronic sports. An "online game" is where players can communicate with multiple people during play to make players feel part of a competitive or winning game. Furthermore, when playing a game, it is like being in a world with a wide variety of races and can choose the personality and role of the character; some situations are full of details and accuracy (Boonruang, 2006). It takes place online that is convenient for both players and spectators wherever they are at any time. E-sports is an electronic sport that is an online gaming competition based on communication skills, teamwork & strategy planning. E-sports has been known and popular abroad for some time. However, in Thailand, e-sports has recently been certified by the Ministry of Tourism and Sports as a gaming business. The e-sport digital content industry is defined as an industry that deals with the production, distribution, and provision of digital information media through the entertainment industry, such as film, cartoons, and games corporate information media and teaching materials.

Before the race, athletes must spend at least 8 hours a day training because they must be familiar with tactical planning and teamwork equipment. The competitions range from amateur sporting events, which allow athletes to play without compensation from competitions, to professional levels, which players receive. Remuneration is a prize from a contest (Supathanish, 2011). There are also competitions at the league level, just like regular sporting events. Big shows, such as the League of Legends world championship and the evolution championship competitions, are regularly held in the genre, and prizes are broadcast live. Prizes are awarded to the winners and the Olympic games or Asian games. This gaming excitement is characterized by the fact that players can interact with other players in many ways, such as chat, party, exchange and trade, trade associations, and more. With this variety of interaction styles, players deliberately aim for various gameplay objectives contributing to the game's age. This genre lasts longer than other games (Lamsuphasati, 2012). Therefore, the popularity of the game market is increasing. Choose various options according to the player's preferences, in line with the popular gaming method, making players more challenging in these sports. Examples of popular games to organize races include:

RoV is a MOBA-style mobile game from Tencent that launched in Thailand in late 2016. The game's style of play is very similar to Dota, played on the computer. Instead, RoV will play on mobile. RoV is played against another player in a 5:5 format, where the team that destroys the other main base first wins. Counter-strike: Global Offensive is a shooter that uses perspective instead of first-person sight shooting (fps) and games overwatch. Players will be in a real-life location-like setting, mainly focused on shooting enemies, which requires observation, cunning, and speed of offense against enemies with which the player can choose a weapon. Game Dota 2 and games league of Legends combines action and role-playing genres; characters use simulation to let people choose to plan battles and control areas on the battlefield. FIFA football online game is a simulation game that allows players to have their football team with ball rules that are not different from playing on the field.

In summary, the group of games chosen by the organizer to host the competition is mainly related to marketing in the gaming business. The popularity market data of e-sport Thailand is worth about 30,000 million baht (2018), ranked 20th in the world. The highest market share of games is the genre MOBA (Multiplayer Online Battle Arena), namely DOTA 2 70% This is followed by FPS games at 20%. There are also some games that Thailand still needs to be certified to compete in because they contain violent content.

Analysis of the Growth of the gaming business in Thailand

Perspectives on e-sport in thailand from a collection of perspectives from policy stakeholders, business, civil society, and the public sector. After e-sports was declared an official sport by the sports authority of thailand, the academic office of the Secretariat of the House of Representatives gathered

policy information on competition management on the certification of e-sport as a sport driven by the 6th National Sports Development Plan (2017-2021) in the sports development strategy for excellence and further development for professional success. Furthermore, the industrial development strategy to create added economic value has been launched—Thailand's first comprehensive e-sport arena in 2018. The Department of Physical Education, Ministry of Tourism and Sports, together with the Department of Cultural Promotion and the private sector, organized sports competitions under the "E-sport Sweat" project to encourage youth and the public to be more interested in sports and exercise, as well as to build accurate knowledge and understanding about e-sport and develop their abilities to become professional athletes.

Esports Management Innovation and Gaming Business Growth Analysis in Thailand

Innovation refers to introducing new things, which may be new concepts or inventions that have not been used before, or are modifications from existing ones to be modern and have better results, higher efficiency, and effectiveness than before also saves time and labor (Malithong, 2015). Euajirapongpan (2010) defines innovation as "something new that arises from the use of knowledge, skills, experience, and creativity in the development of which may be characterized as a new product, new service, or new process that brings economic and social benefits." Castro et al. (2016) have studied innovations on the network: the case for mobile games and digital music, support, interest, and potential for developing new products that combine digital music and digital games. This research has contributed to creating new insights into technological and social drivers and emerging trends demonstrating the global competitiveness and convergence of mobile gaming and the digital music industry from the perspective of regional innovation systems. It also discusses leak mechanisms based on new knowledge—Kunz et al. (2022) study perspectives on creating shared value in the e-sport services ecosystem. The result is an empirically validated conceptual framework of several performers who create value within the service ecosystem in e-sport. Case insights explain how actors interact with each other and jointly create value between activities in the e-sport ecosystem, showing interactions in the context of e-sport where actors are connected within the ecosystem. This allows for developing shared value creation concepts and a better understanding of shared value creation in e-sport. Chen et al. (2022), having studied business, mobile business simulation games can improve entrepreneurial attitude and self-efficacy. The results showed that it was impossible to change entrepreneurs' intentions. The paired sample T-test in the experimental group showed that the entrepreneur's attitude and self-efficacy improved significantly.

Nevertheless, the intentions of entrepreneurs have mostly stayed the same. The findings also show that experience is significant in mobile business simulation games. This can improve the attitude of entrepreneurs and their self-efficacy.

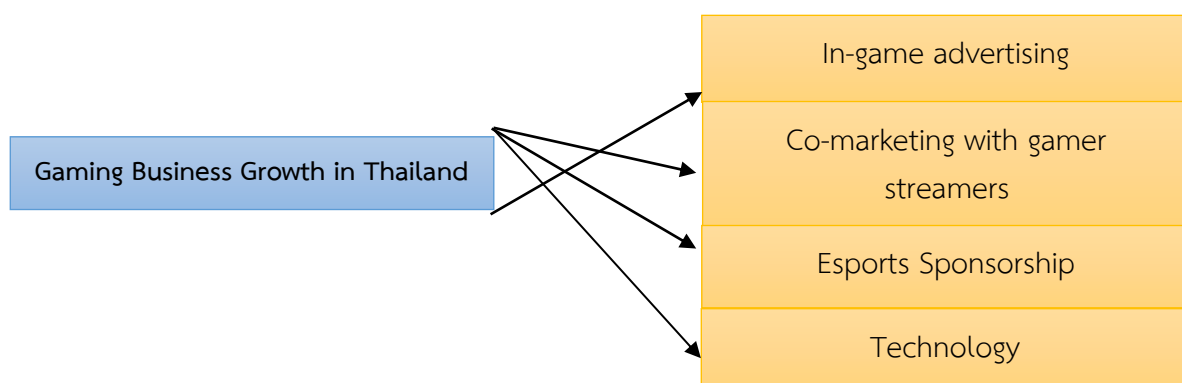


Figure 1: Esports Management Innovation and Analysis of Gaming Business Growth in Thailand

CONCLUSION

An analysis of the growth of the gaming business in Thailand will include advertising through the game that has a lot of space and features to apply online and offline—or using an in-game character as a presenter, advertising, and marketing with game streamers. Co-marketing with game streamers is another form of celebrity that significantly influences gamers and can promote the brand during game streams or as an advertising presenter. Esports sponsorship through competitions or esports teams and racers, which are popular and have a loyal viewer base. Events e-sport competitions provide both online and offline space to produce a variety of marketing campaigns and use technology to create innovative esports management that is likely to reflect business and ultimately increase sales.

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