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Title: **INNOVATION IN MANAGING THE ECOSYSTEM OF E-SPORTS AND
ANALYZING THE GROWTH OF THE GAMING BUSINESS IN
THAILAND**

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INTRODUCTION

In the present era, the term "E-Sports" is widely discussed and has undergone significant development. It has evolved from being a mere pastime activity to a form of gaming that requires skills and strategic thinking. The outcomes of engaging in e-sports include brain training and the development of skills applicable in real life. Gaming has continuously evolved, leading to the emergence of competitive gaming as a sport known as e-sports (Electronic Sport). The Royal Institute Dictionary (2011)

The researcher observes that in today's Thai society, amidst the e-sports wave, there is a flourishing of e-sports communities, innovation, and the emergence of business directions. The multitude of organized events highlights their significance, prompting the researcher to delve into the innovation management of e-sports ecosystems and analyze the growth of the gaming business in Thailand. This research aims to leverage existing knowledge in Thailand for the benefit of future developments in e-sports environmental management.



OBJECTIVE

1. To study the e-sports ecosystem in Thailand.
2. To analyze the growth of the game business in Thailand.
3. To create a service model of the e-sports ecosystem to meet consumers demand



METHODOLOGY

Analyzing the Growth of the Gaming Business in Thailand

The perspective on e-sports in Thailand is gathered from various stakeholders, including policymakers, businesses, society, and the public. Following the official recognition of e-sports as a sport in Thailand, the Office of the Secretary of the House of Representatives has compiled policy-related information on competition management and the certification of e-sports as a recognized sport. This aligns with the National Sports Development Plan (6th Edition, 2017-2021) in the strategies for developing sports excellence and professionalism, as well as the strategy for developing the industry to play a crucial role in creating economic value (Introduction of Thailand ESports Arena, 2018). The Ministry of Tourism and Sports, in collaboration with the Department of Cultural Promotion and private sectors, has organized e-sports competitions and skill development programs towards professional e-sports careers.



METHODOLOGY

The results provide a scrutinized framework endorsed by many participants collaborating to create value within the e-sports service ecosystem. In-depth case data elucidates how performers relate to each other and collaborate in generating value during activities within the e-sports ecosystem. Various cases illustrate interrelationships in the context of e-sports where performers connect within the ecosystem. This contributes to the development of concepts of collaborative value creation and enhances understanding of mutual value creation in e-sports. Chen, J., Tang, L., Tian, H., Ou, R., Wang, J., and Chen, Q. (2022)



RESULTS AND FINDING

Innovation in the management of e-sports ecosystems and the analysis of the gaming industry's growth in Thailand involves the utilization of diverse and extensive online and offline applications of e-sports ecosystems. Several key factors drive the remarkable growth of the gaming industry, including continuous trends such as technological advancements, changes in consumer behavior, and the integration of games with various social media platforms that facilitate easier accessibility. Linking to transformed behaviors and increased social connectivity, games have become integral to daily life. In terms of marketing strategies, stakeholders, users, copyright owners, event venues, and game publishers play pivotal roles. The evolving landscape of produced games caters to a broader audience, extending beyond just children, with adults commonly engaging in casual gaming. The intertwining of games with social media has accelerated advertising within target groups and sparked various competitions. E-sports competitions, both online and offline, provide a versatile platform for marketing campaigns. The integration of technology in e-sports management innovations reflects industry trends and contributes to ultimate sales success.



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