

FACTORS AFFECTING CREATION OF JOB OPPORTUNITIES IN GAMING AND E-SPORTS BUSINESS OF BACHELOR OF BUSINESS ADMINISTRATION STUDENTS E-SPORTS MANAGEMENT SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

For Thailand e-sports business It is growing rapidly and is very popular. currently have Organizing more game competitions E-Sports Association of Thailand Has promoted e-sports as a national sport, causing the gaming and e-sports business in Thailand and abroad to require personnel with a lot of expertise in games and e-sports. Therefore, young people with a passion for games and e-sports are looking for universities that offer courses on games and e-sports to study at the higher education level to learn the concept systematic management theory of game and e-sports business Able to develop operational potential for efficiency leading to a career path in the game and e-sports business. Currently, the game has been upgraded to become a digital sport that has driven the gaming and e-sports industry in Thailand to continue to grow. Leading to the emergence of new careers such as game analysts and designers, game developers, digital media developers, graphics and animation developers for games, game testers, game commentators, e-sports athletes, Sports Tournament Organizer, Game Commentator, Esports Athlete Manager, Game Entrepreneurship, Game Broadcaster, Pro Athlete, Caster, Streamer e-sports journalists, e-sports content creators, e-sports event organizers, broadcasters, system administrators, etc. The management team of Suan Sunandha Rajabhat University sees an opportunity to open a Bachelor of Business Administration program. e-sports management field to produce workers to meet market demands Continue to create a variety of careers for the esports industry in the future.

Keywords: The Opportunity to work, The game and e-sports business, eSports Student, Suan sunandha Rajabhat University

INTRODUCTION

Personnel in the business group related to games and e-sports It is classified as a highly valued industry, as reported by Forbes in 2019. The global gaming market generated \$152.1 billion. For Thailand in 2019, the game industry is worth 2.2 billion baht (Gamers and E-Sports course). For Thailand, the e-sports business has just begun and is growing rapidly with more game competitions organized. There is an e-sports association in Thailand. And there is an e-sports competition as a national sport. As a result, the game and e-sports business in Thailand and abroad

requires highly skilled personnel in this field. New generations of children therefore look for universities that will be a source of effective operational potential development leading to creation channels (Sriviboon, C. 2022). Career in the game business and e-sports next esports industry Growing fast in Thailand and have a variety of new careers emerging that can make huge income for students to choose courses to study in higher education in the future Gaming and esports industry game business management Organizing e-sports competitions sports career background esports and esports team management being a caster being a streamer And many more that cover all e-sports careers According to a report from Newzoo, the gaming industry has predicted that in 2020, the global gaming market will be able to generate revenue of up to 159 billion US dollars or about 4.9 trillion Thai baht. The game market continues to grow. It is predicted that by 2023 the gaming market will grow and generate more than 200 billion USD. Game industry in Thailand also growing Currently, the total Thai population is 69.3 million people, with 27.8 million gamers (41% of the total population). In 2020, AIS E-Sports has predicted that Thai gaming market value will grow to reach 27 billion baht, a 15.8% increase from playing games that are considered nonsense to one sport in the SEA Games. professional level The outbreak of COVID-19 has ended, the online game industry in Thailand will still tend to be well received. from the behavior of Thai people who use more technology Makes it easy to access online games plus support From the E-Sport that is popular among the new generation Thailand has used high-speed internet in March 2020, an increase of about 20% from the end of 2019, in which everyday activities in the online world include education, work, ordering and food. use of social networks Including entertainment (watching movies, listening to music), challenges of the online game industry in Thailand The most important thing is the ability to The production of international game content by Thai operators that can still be limited This is an issue that must be urgently supported for serious development. in order to be able to extend and create more business opportunities in the future (Kasikorn Research Center. (2020).

RESEARCH QUESTION

What factors affect the opportunity to work in the Game and e-Sports Business of the course Students Bachelor of Business Administration E-Sports Management Suan Sunandha Rajabhat University

RESEARCH OBJECTIVE

To study job opportunities in the gaming and e-sports business of Bachelor of Business Administration students. E-Sports Management Suan Sunandha Rajabhat University

Population scope and sample

In this research, the population was lecturers and students of the Bachelor of Business Administration Program. E-Sports Management Faculty of the College of Innovation and Management Suan Sunandha Rajabhat University Bangkok Branch, 240 people (Student Affairs Department, Faculty of Innovation and Management College, 2022)

The quantitative sample was obtained by determining the sample size by estimating the observation variable in the ratio of 1:20. In this research, there were 8 observed variables, the researcher therefore set the sample size at 160 people. The snow ball sample was selected from students from the Bachelor of Business Administration program. E-Sports Management Faculty of the College of Innovation and Management Suan Sunandha Rajabhat University

A group of qualitative informants collected data by in-depth interviews with 10 administrators, curriculum leaders and professors, and 10 experts in curriculum creation at Suan

Sunandha Rajabhat University, a total of 20 people. Specific data (Purposive Sampling) and analyze the data with content analysis.

Scope of variables

The variables used in this research are reviewed and was able to summarize the variables. In this study, there are two types:

1. Internal variables is a Management innovation Network and Creation of Job Opportunities in Gaming and e-Sports Business of Bachelor of Business Administration Students E-Sports Management Suan Sunandha Rajabhat University
2. The external variable is human resource potential

LITERATURE REVIEW

Abubakre et al. (2022) studied the impact of information technology culture. and personal innovation in information technology to the success of Lagos digital entrepreneurs. Nigeria Its purpose is to present a research model that brings Information Technology (IT) culture into a theoretical perspective. Personal innovation and experience in IT projects provide a theoretical framework for predicting behaviors and traits that explain success. of digital entrepreneurs is a quantitative study Data were analyzed using structural equation modeling (SEM). IT culture is a key predictor of success for digital entrepreneurs. The findings also indicate that entrepreneurial creativity In IT and IT project experience has significant negative and positive effects. in nurturing the relationship between IT culture and achieving success for digital entrepreneurs. Burhan et al. (2020) ; Chou et al. success with skills and experience in practice Production of quality products and services according to the needs of customers and consumers. To build business loyalty .

Sun et al. (2021); Wen et al. It is the ability of employees in an organization that makes products and services different from the same products in the market. create awareness of the quality of products and services Make customers more satisfied with the product and business. Customer trust results in customer popularity and higher earnings from loyalty.

Shankar, A. and Nigam, A. (2022) Study on Managing Human Resource Management (HRM) within an organization with a mobile HRM application: the dark side of using technology. The purpose of this study was to examine the factors affecting resistance to mHRM applications among human resource professionals using theory as a quantitative study. A sample of 239 people using an online survey. Data were analyzed using structural equation modeling (SEM). Perceived threats have a significant impact on resistance. Adoption of human resource professionals' mHRM applications Results also indicated that personal creativity Negatively affected the inhibition relationship. And against the adoption of mHRM applications, it can be seen that human resources are influential. on the performance of the organization Human resource management therefore affects the efficiency of the organization.

Kaur et al. (2021); Rehman et al. (2021) mention Capelleras et al. (2021); Olsson, A.K. and Bernhard, I. (2021); Sawy, A. and Bögenhold, D. (2022) is of the view that human resource potential is the operational skills of employees in creating innovative products. Make products and services efficient according to customer needs. Affect product and business loyalty leading to success through market advantage

Domi, S. and Domi, F. (2021); Dabas et al. (2021), who see human resource potential as competence. The professional skills of employees in business organizations that make the business recognized by customers and increase turnover.

Miao et al. (2021); Ma et al. (2022) mentioned human resource potential as The ability of employees to create perceived value. and consumer repeat purchase intent in the context of the e-commerce sector. make customers satisfied from the perceived value Affects consumers' repeat

purchase intentions. Therefore, the human resources in the organization play an important role in the trust and confidence of customers with their ability and skill in customer service.

Bhat et al. (2021) ; Tjahjadi et al. Online purchasing behavior and its implications for online purchasing behavior are positively correlated with trust, commitment and loyalty. meet customer needs

Ko et al. (2018) that has Akenroye et al viewed that management innovation is the application of new methods and innovations in the production process to make high quality products according to customer requirements can give businesses a competitive advantage based on customer popularity.

Ali et al. (2021) studied Product Innovation Conflict Management: Personal Role and Collaboration of Internal and External Marketing Capabilities of Companies. It aims to examine the individual and synergistic effects of a company's internal and external marketing capabilities on the outcomes of increased product innovation. and severe as a quantitative study Sample group of 203 places Analytical analysis Multiple regression The results showed that Internal and external marketing capabilities which is critical to the increasing and intense product innovation. especially Inside-out marketability is positively associated with increased and non-linear product innovation. related to product innovation

Akenroye et al. . (2020) is of the view that management innovation is an important method in the business development process to have the ability to respond to the market from efficient business management processes, including product production, processes, and impressive customer service.

Borahima et al. (2021); Papa et al. (2022) who refer to management innovation as the ability of a business to operate both producing goods and services with the goal of satisfying Getting repeat customers, referrals and referrals both online and offline is a dynamic and effective capability. which results in a correlation between innovation orientations resulting in higher performance.

Gu et al. (2021); Olazo, D.B. (2022) viewed that management innovation is the management of a business that brings modern methods by using technology to produce products and develop marketing processes. in business Including customer service that can make customers confident. Trust in products and business leads to customer loyalty towards products.

Ali et al. (2021); Liu, D. and Darbandi, M. (2022) mentioned management innovation as a new creation. Higher product performance gives businesses market power from increased product innovation. It affects the ability to market from the inside out. There was a positive correlation with increased product innovation from customer satisfaction.

Yin, M. and Zhou, B. (2021); Abubakre et al. Develop new venture opportunities in business by revealing how to improve the quality of entrepreneurship in productivity. Processes and services that will bring convenience, speed and customer satisfaction in the business affect the competitive advantage.

Puriwat, W. and Hoonsopon, D. (2022). Study on cultivating performance. of product innovation through creativity: the impact of organizational agility and flexibility under technological turbulence. with the objective of comparing the effects Organizational agility and flexibility affect the performance of each type of product innovation. on the relationship between the two types of organizations It is a quantitative study of managers responsible for new product development in three industries: food and beverage. Chemistry and machinery, number 431 people. Analysis Used to confirm the transaction. Measurement and regression analysis are used to test the hypothesis. organizational agility Increase the efficiency of radical innovation in both certain situations. and in a technologically turbulent environment. on the contrary impact of flexibility In the organization, it is limited to increasing efficiency both in terms of innovation and incremental innovation.

RESEARCH METHODOLOGY

The researcher formulated a mixed methods research using quantitative research methods. and qualitative research methods to get the highlight of Each method was used to better support the quality of the research (Johnson & Turner, 2003). The researcher chose an embedded design (Cresswell, 2003), starting from quantitative research. by reviewing the document Literature and research related to variables creating job opportunities in gaming and e-sports business of Bachelor of Business Administration students. E-Sports Management Suan Sunandha Rajabhat University consists of HR potential Innovative network management, data synthesis Summarizes the definition of terminology in research. Determine indicators of variables according to the research concept. The questionnaire was then constructed according to the Rating Scale according to Likert's approach. (Likert, 1932), with the validity (Validity) reliability. (Reliability) of the gauge before using it to collect data. to lead to statistical analysis which uses statistical processes and tools in research The details consist of 1) methods used in quantitative research, 2) population and sample designation, 3) construction of research tools, 4) data collection, 5) questionnaire development, and 6) data analysis. and 7) qualitative research.

Hypothesis

H1 : Human resource potential has a direct influence on management innovation.

H2 : Human resource potential has a direct influence on Network.

H3 : Human resource potential has a direct influence on Creation of Job Opportunities in Gaming and e-Sports Business of Bachelor of Business Administration Students E-Sports Management

H4 : Management innovation has a direct influence on a direct influence on Creation of Job Opportunities in Gaming and e-Sports Business of Bachelor of Business Administration Students E-Sports Management

H5 : Network has a direct influence on a direct influence on Creation of Job Opportunities in Gaming and e-Sports Business of Bachelor of Business Administration Students E-Sports Management

Conceptual framework

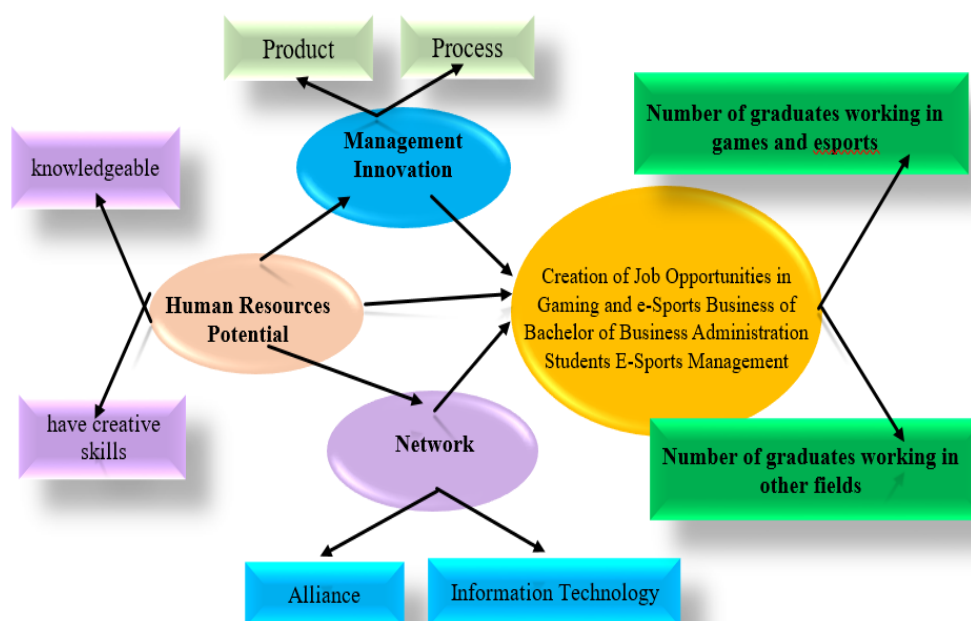


Figure 1: Figure description

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