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A primary study on influence and impact of e-sports on the sports industry

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Abstract

The rise of e-sports has had a huge impact on the sports industry. The impact is to such an extent that e-sports has tried to replace outdoor sports .One of the major reasons for e-sports to become popular is their interesting and more realistic user interface. This allows users to do almost everything which they cannot do in real life. Esports is a sport, requiring competitive gameplay, a tournament or league format, and the use of skill, most often a physical skill. It has gained popularity with youth, consequently, has become an attractive option for brands. E-sports makes it easier for the users because it is a form of virtual reality and not actual reality.

Keywords: E-sports, makes, because, requiring

Introduction

E-sports is also known as electronic sports. It is a form of various sports competition using videogames. The use of the internet has played a very important role in popularizing e-sports. Due to the popularity of e-sports, the demand for outdoor sports has reduced among users. E-sports gained popularity in the early 2000s in East Asia. South Korea and China were the among the first countries to introduce e-sports players. The World Cyber Games, The Electronic Sports World Cup, and Major League Gaming (MLG) were the major reasons for the popularity of e-sports. Also, in early 2000s e-sports gained popularity in India through Internet cafes. E-sports gained popularity in America in 2015.

E-sports Betting is the largest market in the segment of e-sports, with a market volume of US$1,070.0m in 2024. The second largest grossing segment of the e-sports industry is Media Rights and Sponsorship. 1.87 billion U.S. dollars was the forecasted revenue of the e-sports industry globally by the year 2025. In the context of the rapid development of knowledge management theory, the research on strategic alliance theory has gradually evolved into a new concept–the knowledge alliance. A knowledge alliance is a partnership in which enterprises or other institutions cooperate closely. Its essence is to create new knowledge and carry out knowledge transfer jointly. The knowledge alliance is not a collaborative relationship formed to expand production and sales but rather one to pay more attention to low-cost knowledge exchange, sharing, and innovation among different organizations within the alliance. Through knowledge alliances, companies can gain knowledge innovation capabilities. Innovation is an inexhaustible driving force for developing knowledge alliances.

Review on literature

According to the study, e-sports is a casual and competitive activity that involves playing video game. E-sports stands for electronic sports and is a subset of gaming video content.

E-sports is like traditional sports because in that they also have the same tournament and league structure. Players compete against players and teams compete against teams. The motive for winning is the same in both the cases that is prizes. E-sports can be of help for a player both professionally and personally. It can help the player in developing various skills, which will help the player to perform better both individually and with the team. It also helps the players to understand the rules and regulations of any game. Epidemiologic research that tracks the prevalence of the prevalence of health risk that playing e-sports for a long period of time can have various negative effects on the body, both mentally and physically.

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It can lead to conditions like eye fatigue, blurry vision, lower back pain, anxiety, depression and burnout. Also, Children who the addicted to e-sports are least interactive with other children. E-sports has played an important role in reducing the outdoor sports activities of the people involved in e-sports on a playground. They find it more interesting to play virtually on videogames rather than physically playing on a playground. This provides them with an injury-free experience of the sport, whichever they wish to play. E-sports has also played a role in reducing the outdoor sports activities of teenagers. They find it more interesting to play on videogames rather than playing in a playground. This provides them with an injury-free experience of the sports whichever they wish to play.

Engagement in esports can provide students with opportunities to learn essential life skills, such as coordination, communication and team cohesion. Gamers are said to develop such generally transferable abilities as technology competencies, critical-thinking skills and model and systems thinking reported that esports participation improved literacy, attention, reaction time and higher-order thinking skills. Furthermore, as esports are a sphere in which an individual's skills are likely to be well reflected (Pluss *et al*., 2019), the expanding population of esports players provides a plethora of information on the interaction of natural abilities and intrapersonal skills (Kechagias, 2011).

Research Methodology
In this study, an online questionnaire survey method was used to collect real data about the perspective of people about e-sports and its impact on the sports industry.

Data Collection
Collection of the data was done in two ways, online questionnaire survey and direct personal interview. The data collected was on a secondary basis. Google forms were used for online surveys, while friends, family and sports enthusiasts were directly interviewed.

Data Analysis
Research is based on quantitative data. According to the research 50% of the people believe that e-sports are the future of sports and should be promoted, while the other 50% believe that e-sports cannot be replaced by real life sports.

Scope
The scope of esports' impact on the sports industry has had a rapid growth. these are some of the areas where esports are impacting the conventional sports industry:

E-sports has garnered quite the audience and mostly the younger generation who may not be as interested in conventional sports. This puts up a challenge for these organizations to change their strategies to engage these people.

Due to the rapid evolution of digital landscape. E-sports is giving more importance for innovation in technology, especially in areas such as virtual reality, augmented reality, and many streaming platforms. This is done to stay competitive and improve fan experience.

Objectives of the study
The following are the objectives of the study based on the research conducted.
1. The objective of the study is to provide support and promotion to e-sports.
2. To Identify about the interests of the people between e-sports and real sports.
3. To assess and analyze differences in performance between e--sports and real sports.
4. To identify the entry barriers and understand the difficulties in e-sports.
5. One of the major reasons for the research was to provide practical recommendations for the development of e-sports.

Limitations
Despite the steady growth of E sports and the increasingly growing popularity of this genre of entertainment, it has faced its own share of challenges.

- **Infrastructure and accessibility** – There are no proper infrastructure in many regions for competitive gaming due to lack of high-speed internet access gaming facilities. This can limit the growth of certain areas and among certain demographics.
- **Financial Stability** - The top professional players can earn sustainable income through sponsorship, prize winning and streaming revenues, and many other players have struggles to serve their funding and find for sponsorships and compete in higher level.
- **Lack of Regulations** - E-sports doesn't have a governing body that takes care of issues, and this might lead to players having contract problems and it might lead to disputes.
- **Perceived Legitimacy** - Even though e-sports is gaining a massive amount of popularity it still faces skepticism from other sports fans and a lot of journalists and mainstream media. This perception can restrict the growth of the industry.
- **Diversity and Inclusion**- E-sports has dealt with lots of issues regarding diversity and inclusion. Lot of people find it contradicting that women and minorities are not being presented in both player and leadership roles. This leads to a bad perception of the industry and its growth might be hindered.

Suggestions
Education and Skill Development- Incorporating e-sports in school curriculums would help students learn about the impact of e-sports. This would help them learn important benefits of e-sports such as teamwork and communication.

Community Engagement- Organizing more local tournaments would build a strong ecosystem within the community.

Inclusion initiatives- we would suggest that minorities and women be included and represented more than they are in the e-sports community. This would promote diversity in e-sports, which is essential in any field.

Career Pathways- we would suggest that player development programs are initiated for young and aspiring players that are willing to pursue a career in e-sports there can be many roles like analyst, managers etc.

Infrastructure Development- we would suggest that there should be more development of esports infrastructures and good stable high speed internet access as its crucial in e-sports. Also, development of these infrastructures in remote areas and rural areas.

Yes, developments in these places are not an easy job considering the fact that even in the urban areas' development is in progress, but they should consider rural areas as well.

Conclusion

In conclusion esports might be facing its challenges mentioned above but there is no saying that esports has not had a great impact on the sports industry. Despite all the perception of its legitamacy it has gone well and beyond everyones expectations.

Its true that Esports has created a huge impact on the sports industry worlwide, in terms of both economy and people's choice. But according to the research conducted it can be concluded that esports cannot be replaced by real sports.

We can also conclude that Esports has helped the sports industry to create a lot of employement opportunities, which helped esports to gain popularity among the people. The time is not far when we can say that esports is the future of sports in the coming time.

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