# Literature review:

### Understanding eSports

Reitman et al. (2020) advocate for a comprehensive understanding of eSports beyond traditional gameplay analysis. His paper emphasizes the influence of contextual factors on player behavior, stressing the need for interdisciplinary collaboration and improved accessibility in the eSports domain. Addressing the challenges of defining eSports, Cranmer et al. (2021) introduce the eSports Matrix—a conceptual framework categorizing eSports into four realms. They call for a unified approach, identifying key considerations and outlining promising research directions while underscoring the industry's rapid growth. Providing a global perspective, Jenny et al. (2018) scrutinize eSports competitions across the US, Europe, and Asia, emphasizing the importance of flexible facilities and leveraging open systems theory to elucidate tournament dynamics. Saiz et al. (2021) focus on the global rise of eSports, explicitly examining the Spanish field. Using a SWOT analysis, they identify key drivers, emphasizing the link between knowledge management and sustainability. Beyond economic impacts, the study explores societal ramifications, advocating for inclusive decision-making. Post-COVID-19, the authors predict industry growth and recommend regulatory measures based on comprehensive insights from industry interviews. This collective research contributes to a nuanced understanding of eSports, transcending geographical boundaries and highlighting the industry's evolving landscape.

### Growth of eSports

Nagorsky et al. (2020) address a crucial gap in eSports research by proposing a performance model grounded in game research and sports science. Through surveying 1,835 eSports participants, the study reveals distinctive competence profiles and training patterns across genres. The emphasis on the transfer effects of gaming skills underscores the research's call for an integrated approach to esports training, providing valuable insights for future methodologies and highlighting the need to tailor training to specific esports disciplines. Macey et al. (2022) explore the symbiotic relationship between eSports spectating and video game consumption intentions in a related paper. Utilizing structural equation modeling, their study establishes strong connections between eSports spectators' motivations and intentions to watch, participate, and make in-game purchases. Notably, the findings position eSports as a potent marketing channel, particularly in Free-to-Play models, offering crucial insights into the dynamic interplay between eSports and video game consumption dynamics. Shifting the focus to the growth of eSports, Jenny et al. (2017) contribute by delving into its classification in higher education. They advocate for formal recognition as a scholarship-awarding intercollegiate athletic sport, providing a historical overview and defining eSports while contrasting it with conventional sports concepts. The paper aims to spark a debate on eSports's increasing prevalence and significance in competitive domains worldwide. Additionally, Pluss et al. (2019) advocate studying eSports expertise as a unique avenue for understanding human achievement potential. In the realm of competitive video gaming, eSports offers objective monitoring of developmental activities and the emergence of expertise in unguided environments. The paper positions eSports research as an opportunity to advance the comprehension and evaluation of human expertise, presenting novel insights into the realm of achievement potential.

### Audience in eSports

Scholz et al. (2020) provide a comprehensive introductory overview of the eSports industry within the context of media management. They delineate industry characteristics, stakeholders, and governing principles, highlighting the potential contributions of studying eSports to understanding digitized media management and sustainable business models. Despite acknowledging complexities and risks, the authors predict a continued expansion of the eSports industry, drawing parallels with traditional media's successful adaptation to digitization. In a related vein, Xiao et al. (2020) employ the Theory of Reasoned Action (TRA) to investigate variables associated with the intent to observe eSports. Utilizing structural equation modeling, their study uncovers the positive influence of behavioral beliefs and subjective norms on attitudes toward eSports viewing, ultimately impacting the intention to observe. This research provides essential insights into the psychology of eSports viewers, offering valuable guidance for sports marketing professionals in product and service development. Additionally, Rosell et al. (2017) contribute to understanding eSports audiences by exploring the classification of eSports as a legitimate form of sports practice. Recognizing its recent growth, the authors advocate for a closer examination of its sporting characteristics, using "League of Legends" as an example of global success. The article anticipates potential challenges and policy implications in the evolving sports field. Shifting the focus to motivational factors, Lee et al. (2011) investigate influences on time spent on eSports gaming versus traditional sports engagement. Analyzing 515 college students, the study identifies competition and skill as significant drivers, with peer pressure having a minor impact. The research suggests tailored marketing messages targeting these motivations for strategic goals. This collective body of work contributes significantly to understanding various aspects of the eSports industry, from its management dynamics to audience behavior and motivational factors influencing player engagement.

### eSports Industry and Economic Factors

The eSports industry's multifaceted dimensions and economic factors are explored through various lenses. Newman et al. (2022) employ narrative economics to dissect private investment growth in North American eSports teams, revealing how public narratives align with epidemic models and impact economic behaviors. Hamari et al. (2017) conducted a comprehensive study on eSports viewership, uncovering motivations such as escapism and the allure of novelty, positioning eSports as a significant manifestation of modern sports and digital interaction. Wagner (2006) sheds light on eSports's potential to influence diverse research areas, emphasizing its underexplored nature in academia and advocating for a paradigm shift. Xue et al. (2019) delve into the impact of eSports on identities within the gaming community, revealing narratives' role in constructing community boundaries. Block et al. (2021) extensively examine the eSports industry's trajectory, defining eSports and tracing its financial evolution. Jenny et al. (2018) focus on the global phenomenon of eSports, analyzing spectator trends and emphasizing the need for flexible facilities in hosting events. Marques (2019) discusses the global appeal of sports and the explosive growth of eSports, tapping into the human inclination for competition. Johnson et al. (2021) comprehensively analyze the roles of various stakeholders, highlighting financial gains and new career prospects. Olsen et al. (2015) pragmatically focus on the growth of the eSports industry, identifying key factors and predicting substantial growth. Freeman et al. (2017) conducted an inaugural investigation into eSports, enriching understanding through qualitative analysis of player interviews. Mangeloja et al. (2019) provide a comprehensive economic analysis, introducing novel measurement methods and comparing demand dynamics with traditional sports markets. Kriglstein et al. (2020) discuss the convergence of streaming technology and eSports, emphasizing the spectator experience. Lokhman et al. (2018) address eSports as a commercial activity, proposing strategies for development in Ukraine. Pu et al. (2021) investigate using video games, particularly eSports, for content production and fan engagement during the COVID-19 pandemic, emphasizing gamification as a unique and complementary product. Collectively, this research illuminates the intricate landscape of the eSports industry, spanning economic growth, viewer motivations, identity dynamics, and the evolving intersection of eSports with traditional sports and media.