

# Implications and Impacts of eSports on Business and Society: Emerging Research and Opportunities

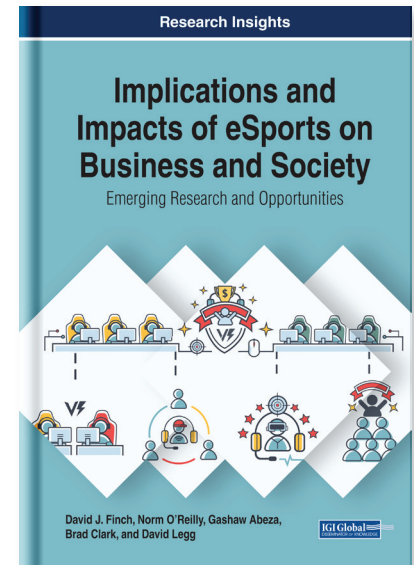
Part of the Advances in E-Business Research Book Series

David J. Finch (Mount Royal University, Canada), Norm O'Reilly (University of Guelph, Canada), Gashaw Abeza (Towson University, USA), Brad Clark (Mount Royal University, Canada), David Legg (Mount Royal University, Canada)

## Description:

The global gaming market, due to numerous technological advancements in social media networking and live-streaming video, has exploded in recent years. However, this newly acquired popularity has left many industry professionals pondering a difficult enigma: How does this affect the professional world?

**Implications and Impacts of eSports on Business and Society: Emerging Research and Opportunities** provides innovative research exploring the immersion of competitive electronic sports and applications within global marketing, business, and society. Featuring coverage on a broad range of topics such as social networking, sponsorship branding, and risk management, this book is ideally designed for sports and entertainment practitioners, communications professionals, marketers, business consultants, researchers, professionals, and students seeking current research on potential business opportunities in the eSports industry.



**ISBN:** 9781799815389

**Release Date:** October, 2019

**Copyright:** 2020

**Pages:** 160

## Topics Covered:

- Artificial Intelligence
- Competitive Gaming
- Global Business
- Interactive Media
- Mainstream Media
- Online Community
- Risk Management
- Social Networking
- Sponsorship Branding
- Viewer Diversity

**Hardcover:** \$165.00

**E-Book:** \$165.00

**Hardcover + E-Book:** \$195.00

## Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: [www.igi-global.com](http://www.igi-global.com)

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA