

Exploring the Most Mentioned Factors of Why eSports has Grown so much in the Years of 2015 till 2020

Bachelor Thesis for Obtaining the Degree
Bachelor of Science in International Management

Submitted to Christian Weismayer

by

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Affidavit

I hereby affirm that this bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

20.10.2020

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Abstract

Competitive gaming has created an enormous value for the virtual world (Seo, 2013). The eSport industry has a rapid growth and evolves to a valuable advertising platform (Young-Nam, Minkyung, Doohwang & Younbo, 2018). Competitive gaming created a fanbase of over 320 million and achieved to be considered in the Olympic Games in 2024 (DiFrancisco-Donoghue & Balentine, 2018). Due to these reasons this paper is going to provide evidence on why eSport management and organizations have an impact on the current market and why it will become one of the biggest trends in our century. Thus, this paper will use secondary data to show how important it is to improve technology and to avoid a slack. It will explain different sponsorship opportunities and will explore the most important factors of why eSport organizations are growing so fast. On top it will provide the reader with profound knowledge of the history of eSport. This study shows that the eSport industry is one of the biggest trends right now. It has extreme numbers regarding the investments and price pools. The sponsorship in this industry is without a doubt extremely valuable.

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List of Abbreviations

MET	Metabolic Rate
FPS	First person Shooter
Scrims	Training matches between other eSport Teams
ESL	Electronic Sport League
Scrims	Practice match between two different teams to improve strategies
ESPN	Entertainment and Sports Programming Network
Pro gamer	Professional video game athlete
MLG	Major League Gaming
E	gaming – electronic gaming
Hype	when something is extremely present in the news or in the internet

1 Introduction

Competitive gaming has created an enormous value for the virtual world (Seo, 2013). Due to the rising popularity eSport organizations are experiencing a rapid growth (DiFrancisco-Donoghue & Balentine, 2018). Competitive gaming created a fanbase of over 320 million and achieved to be considered in the Olympic Games in 2024 (DiFrancisco-Donoghue & Balentine, 2018). Through several platforms such as Youtube or Twitch.tv eSport athletes have the possibility to broadcast their gameplay. The recent championships in League of Legends showed the popularity of competitive gaming with a viewing rate over 32 million people (DiFrancisco-Donoghue & Balentine, 2018). League of Legends hosted the world championship in 2017 and had 106 million viewers (Ridenhour, 2020). ESport organizations generated in 2017 over 400 million US dollars and are predicted to achieve even higher numbers in 2020 (DiFrancisco-Donoghue & Balentine, 2018). Due to these reasons many universities hopped on the train and started their own electronic gaming Team (DiFrancisco-Donoghue & Balentine, 2018). There are two main factors for the development of eSport. The first is the constantly growing popularity of computer games and secondly the constant change of the technology (Seo, 2013). The main driver for the whole hype of computer games emerged from first person shooters and the possibility to play online against other people (Seo, 2013). This resulted in several platforms such as Gfinity, and Riot Games to create tournaments with a winning price of 50.000 dollars (Jenny, Manning, Keiper & Olich, 2016). The general definition of eSport is rather difficult because it is not like a normal sport. It consists out of several components such as technology, business and sport, not like baseball or hockey, it combines multiple platforms together (Jenny et al. 2016). Competitive gaming creates personalities and achieves exceptional authenticity due to the unique tournament conditions. These personalities then create value for many companies to invest in certain players. This opens the door for sponsorships.

Marketers and businesses attract awareness to their products because of the large audience of eSport competition which is applicable to other sport tournaments. Gambling and betting are also a part of electronic gaming which creates even bigger value for many businesses (Hallmann & Giel, 2018).

1.1 Research Objective

The aim of the research is to show how popular and how large eSport businesses have grown in the last five years and to show how many possibilities these organizations are creating. On top it explores the correlation between eSport and sports and how they differ. With this information companies should have a broad understanding on how important new technology and the eSport industry is. Through the constant change of technology computer-based gaming is evolving even further and creates a broad field of opportunities.

It is important to understand that eSport gaming has high potential for future investments and could create enormous sponsorship deals. The thesis will show how the trend was created and what future opportunities will derive from it.

1.2 Research Question

The research question of this paper tries to find out to what extent eSport organization and events will influence our future generation. Furthermore, it should show the value which results from investing in such companies. To answer this question the challenges must be identified, and the legal restrictions need to be researched. The research should outline how important it is to adapt to change and to avoid stagnation. Moreover, it is analyzed whether investment would make sense or not. The research questions derive from the research objective and are the following:

- 1.) Did the eSport Industry become an important trend in the past?
- 2.) How do sponsorships create value for the eSport Industry?

1.3 Definition

For this particular study the following definitions are necessary:

eSport – are professional video gamers who compete online in first person shooters or other video games against each other in order to win trophies, money, or medals.

Gaming Industry – is the economic sector behind, the marketing, monetization and development of video games.

eSponsorship – are sponsorship deals with eSport organizations or players. The players receive incentives such as gaming tools or supplements for free and the sponsor benefits from it due to followers and success of the player, which assures brand recognition and visibility.

2 Literature Review

The literature review will show the importance of getting knowledge about a new trend in our generation. It will start with a profound background of the eSport industry followed by a comparison of eSport and other sport. The aim of the first chapter is to critically evaluate whether eSport has the possibility to become a sport or not. Furthermore, it will show the development of the eSport industry. In the second chapter, which will be the most researched, shows different sponsorship opportunities and how sponsoring works. It will start off with business models of different eSport organizations and it will show how they manage to close the gap comparing them with other big sport companies.

It will show the recent development of sponsorship deals and will give insights on what strategies are used. Furthermore, the chapter will show the biggest sponsors in this particular industry.

The last chapter will show future developments and how the eSport industry is going to grow. It will show the potentials of this trend and highlights the biggest events that will happen in the future and also what major events have already happened. The literature review will end with evaluating the potentials in Austria and will give a profound knowledge of the importance of the development of this trend.

2.1 History eSport

The role of digital technology is a major factor in our society. The increase in new technology has a major impact on the gaming industry leading to popularity (Hilvoorde, Van, & Pot, 2016). The first formation of an eSport team was seemingly spontaneous, resulting from the competition in public arcade games such as Pac Man or Space Invaders. These games, which were published in the early 1980s were fundamental for the electronic gaming industry (Snively & Louis, 2014). These games were extremely basic because they relied on a simple scoring system where the player has to go through different stages to achieve points without losing. This created a competition to always exceed the maximum high score (Snively & Louis, 2014).

This era coined the evolution of competitive gaming, due to the fact that now it has become a trend which has an enormous growth driven by various companies which create new games (Hamari & Sjöblom, 2017). Soon the first consoles were created, which brought the video games directly to the consumers' houses. The successful release of the Nintendo Entertainment System triggered a battle between various types of companies who competed against one another in order to create the most valuable console (Snaveley & Louis, 2014). The next big thing was the formation of the first U.S National Gaming Team in the 1980s. One team member was Perry Rogers, who was one of the best centipede players in the world. They traveled through cities, competed in events and showed their skills on arcade games. This was an early attempt of making money with video games (Snaveley & Louis, 2014).

Another big accomplishment for the eSport industry was the launch of the world wide web (Jonasson & Thiborg, 2010). In the late 1990s new eSport systems were created in order to create new games. This technology was so advanced that companies managed to include 3D environments leading to a whole new level of computer games (Snaveley & Louis, 2014).

Now it was possible to create new genres of games such as first-person shooters (FPS) (Snaveley & Louis, 2014). FPS games were a huge advancement, due to the fact that the gamer enters a place where he plays a role of a soldier (Electronic Sports Association, 2014). The angle of the camera only shows the weapon and arms of your in-game character. This type of game was a milestone in this industry creating possibilities and made it possible to create tournaments where you could compete against one another (Electronic Sports Association, 2014). The invention of new consoles helped the industry to create even better games because the demand was high (Snaveley & Louis, 2014). Computer companies created new software to fully utilize the keyboard and the mouse. Hardware and software reached a level where it was possible to create real world simulations (Snaveley & Louis, 2014).

Soon after seeing the success of FPS and the polarization, other genres entered the scene such as sport games, role-playing games and adventure games (Snaveley & Louis, 2014). With the development of the internet also the competition in video games rose (Snaveley & Louis, 2014). Players who had internet access were able to connect to a server where they could play and compete against another player without being physically present (Snaveley & Louis, 2014). Now battlefield simulations became extremely popular due to their popularity in the real world as well (Snaveley & Louis, 2014). Activities such as paintball, laser tag and air soft are very similar and also create a battlefield simulation (Cox, 2002). Through the internet it was possible to play against people from all over the world, which increased social connections between gamers (Cox, 2002). Potential skill development and social interaction increased competition and motivation of playing FPS games (Cox, 2002).

Although eSport has an increasing viewership and a large fanbase many people are not accepting eSport as sport, because of the lack of physical involvement (Hamari & Sjöblom, 2017).

2.1.1 eSport vs Sport

One of the most debated topics in eSport is whether or not it is comparable to other traditional sports (Usmani, 2016; Young, 2016). The first thing to evaluate is to see if there is any physical exertion (Kane & Spradley, 2017). To prove that eSport can be considered as a sport the basal metabolic rate (MET) is analyzed. This shows that while playing video games the basal metabolic rate increases and the basal blood pressure as well (Kane & Spradley, 2017). It was also analyzed that eSport athletes show signs of physical exertion while playing scrimms or doing the daily routine of a professional gamer (Kane & Spradley, 2017). The skill level is the second thing to be analyzed. To become a professional in any sport you have to dedicate your life to it. ESport athletes have to learn as well as other sport athletes' certain techniques and skills to compete in tournaments (Kane & Spradley, 2017). There are several studies that confirm that people obtain skills from playing games (Kane & Spradley, 2017).

There is a huge gap between casual video players and professionals. Skilled players will always dominate player who play for fun (Kane & Spradley, 2017). Comparing traditional sport tournaments with eSport tournaments show that the construct behind them are fairly similar (Kane & Spradley, 2017). On the base of these arguments it is possible to say that there is no difference in the structure (Kane & Spradley, 2017). The eSport teams are also built similar to normal sport teams (Kane & Spradley, 2017). There is an owner of the team and behind the team is a management that organize travels, tournaments or league games (Kane & Spradley, 2017). The viewership in eSport is also extremely high, due to the fact that it is hosted online, which makes it possible to be accessed by everyone. One platform where it is broadcasted is ESPN (Kane & Spradley, 2017). Countries started recognizing eSport athletes and also constructed their own eSport arenas (Kane & Spradley, 2017).

In the United States it is possible to obtain P-1 visas (Kane & Spradley, 2017). In Asia more particular South Korea professional gaming was recognized by the Olympic Committee and the Korean Sport (Kane & Spradley, 2017). For examining it further there are six elements that are important for any type of sport (Skubida, 2016):

1. Possibility of competition
2. Physicality
3. Attempt to overcome external and internal limitation
4. Formal organized structure
5. A set of rules
6. Social significance

Comparing both eSport and sport regarding these competencies it is clear to see that there are hardly any differences (Skubida, 2016). ESport can be associated with physicality while competition is the main driver. ESport athletes are improving their skills on a day to day basis to be able to compete and defeat their opponents (Skubida, 2016). Like in traditional sports eSport also has a set of defined rules which are overlooked by organizations (Skubida, 2016).

Such events have sponsors, referees and most important the community and the viewers (Skubida, 2016). Although, all these similarities exist, eSport is still not accepted in society (Skubida, 2016). This is due to a lack of general knowledge about this sport category. The commercialization and the professionalization of eSport shows that this industry has a high potential (Skubida, 2016). It is possible to say that it is comparable to top level athletics, the eSport industry is becoming more professional and popular, due to its media presence. The fact that celebrities and sponsors show interest in this category of sport is a perfect example on how big this industry can grow (Skubida, 2016).

2.1.2 eSport Games and the Electronic Sport League

The eSport industry and the gaming industry benefit from the variety of games which are produced (Gaudiosi, 2016). Traditional sports are used as a model for these eSport leagues (Arin, 2020). The majority of games which are produced are able to be played competitively (Gaudiosi, 2016). There are many different genres which provide the player with different player experiences (Mora-Cantalops & Sicillia, 2018). The most common genres in video games are fighting games like Mortal Combat, first-person shooter like Overwatch, Call of Duty or Counterstrike: Global Offensive, and sport games like the NHL series and FIFA (Gaudiosi, 2016). Furthermore, there are real time strategy games (RTL) like StarCraft. Another big genre is multiplayer online battle arena (MOBA) games such as League of Legends (LoL) and Dota (Gaudiosi, 2016). These are extremely popular right now (Gaudiosi, 2016).

This genre has the biggest fanbase in regard of viewership and participants (Gaudiosi, 2016). All these games can be and are played competitively in the Electronic Sports League (ESL). This league was coined by the Deutsche Clanliga, which is a company that was launched in 2002 and organized many championships in the eSport sector (Pencz, 2015). In the beginning the company started with providing people with computer servers, making gaming magazines and hosting online tournaments (Dave, 2015). Soon these tournaments evolved into being the biggest gaming event (Dave, 2015).

The headquarter of this company is in Cologne Germany (Gaudiosi, 2015; Pencz, 2015). Furthermore, they have many offices in North America, Australia and in Europe (Gaudiosi, 2015; Pencz, 2015). The Electronic Sports League has a variety of different tournaments all over the world (Gaudiosi, 2015; Pencz, 2015). They collaborate with big eSport gaming companies such as Riot Games, Blizzard Entertainment and Valve Corporation (Gaudiosi, 2015; Pencz, 2015). These tournaments are held at an international and national levels (Gaudiosi, 2015; Pencz, 2015). The most important competitions are as follows: One of the biggest is the Intel Extreme Master. This competition consists of many tournaments which are internationally known (Intel Extreme Master, 2020). These are sponsored by Euronics, Intel, Acer and Game fuel (Intel Extreme Master, 2020). The games played in this championship is StarCraft II, League of Legends and Counter Strike: Global Offensive. The Intel Extreme Master was founded in 2006 and since then it has had one season each year (Intel Extreme Master, 2020).

Another big tournament is the Electronic Sports League One (ESL One, 2020). This is probably the biggest and most prestigious offline tournament for games such as Dota 2 and again Counter Strike: Global Offensive (ESL One, 2020). The ESL One is sponsored by big names such as Intel, DHL, Game Fuel and paysafecard (ESL One, 2020). Unfortunately, due to Covid – 19 reasons, the ESL One 2020 in Cologne was not able to make their tournament offline this year (ESL One, 2020). Therefore, they made the whole tournament online (ESL One, 2020).

2.1.2 Major Players

Firms are using more and more games to get in touch with their customers, due to the fact that the eSport industry shows an uprising trend with growing numbers (Berger, Schlager, Sprott, & Herrmann, 2017). The trend itself is so popular that it attracts people all over the world (Seo, 2013). The fact that gaming has no real physical product increases the value for companies, online communities, players and stakeholders (Seo, 2013).

In eSport the consumption is on another level compared with other sport shows because there is less effort in it (Seo, 2013). Therefore, many organizations try to organize official events, which can be compared to the NHL or the NFL (Taylor, 2012). In the electronic gaming industry professional gamers are as important as in normal professional sports (Taylor, 2012). The whole recruitment is rather similar. The company has to make a formal contract with their athlete and the owner. There is a recruitment phase where the company can acquire pro gamers (Taylor, 2012). Similar to other sports the recruitment can be very difficult, due to competitors who are also interested in the same player (Taylor, 2012). Therefore, the company has to give their players benefits so that they join their organization. In the electronic gaming scene, players not seldom get dropped because of a decrease in their skill level (Taylor, 2012). As in traditional sports eSport athletes have to train with their teammates to increase their chance of winning (Taylor, 2012). It is important to train together and to create better strategies for earning the best spot in the tournament (Taylor, 2012). The problem of eSport now is that for example the financial entry fee for a company is rather low (Taylor, 2012). It is easy to create a new team in the electronic gaming market compared to traditional sport (Taylor, 2012). This has an effect on the whole relationship between players and the team owner. Unfortunately, there is no real coaching model behind an eSport team (Taylor, 2012).

Sponsorships are getting more important for the eSport industry (Taylor, 2012). The first ones were IT companies, due to the reason that new technology goes hand in hand with electronic gaming. Unfortunately, electronic gaming still suffers from the geek stereotype (Taylor, 2012). Anyway, there are teams who managed to partner with other non-IT related companies (Taylor, 2012). ESL for example collaborated with Volkswagen, Adidas and Suzuki and MLG managed to be sponsored by Bic, Doritos and Hot Pocket (Taylor, 2012). SK Gaming, Evil Geniuses partnered with Kimikuro, Puma and Adidas (Taylor, 2012).

The platform of eSport grew from a geeky channel to a place where the audience is very diverse (Taylor, 2012). The technological increase helped the industry a lot. In the past decades it was very hard to watch e-gaming tournaments (Taylor, 2012). The accessibility was not granted. Nowadays it is very easy, and the platforms are well designed and appealing (Taylor, 2012).

2.2 Sponsorship in ESport

Sponsorship is a huge marketing strategy which is utilized by many companies. This chapter will show how important it is for the electronic gaming industry. The eSport industry has become so popular, due to not relying on physical appearance of participants, which causes low costs unlike normal sport (Parshakov & Zavertiaeva, 2015). ESport organization create a high value for many companies, which leads them to sponsor events and teams. A player such as Chen Zhihao, who was the highest paid player in 2014 after winning the international contest, is sponsored by many companies (Jenny et al. 2016). Due to the high demand of eSport gaming many industries invest into eSport events (Seo, 2016). Samsung for example has sponsored tournaments such as the World Cyber Games for decades to increase their brand recognition among the gaming industries (Seo, 2016). The outcome of these sponsorships shows that the brand achieved a high value among the viewers of these tournaments (Seo, 2016). Samsung was one of the first companies who started to sponsor eSport athletes which started the whole hype of sponsoring (Seo, 2016). Due to many streaming platforms such as Twitch.Tv eSport gained a large popularity in favor of the whole industry (Burroughs & Rama, 2015).

2.2.1 Sponsorship

Many marketing programs use sponsorships, although it was not always as vital as other marketing strategies (Wakefield et al. 2020). As technology is getting bigger and bigger it reaches more sport teams and with that new opportunities evolve. Sponsors now have opportunities to engage with fans trough their sponsee (Mazodier, Henderson, & Beck, 2018).

Sponsorship is a term which was coined in the 1970s. To create a sponsorship deal you have to first form a contract between the sponsee and the sponsor. Often this can lead to clarification due to different views (Walliser, 2003). Usually the sponsor is a legal or natural person. The sponsored person or party on the other hand can be athlete or artist, a team, an event, or a company (Walliser, 2003). The aim is to find a consensus where the sponsor gives the sponsored party cash, physical goods to promote or other services. On the other hand, the sponsored person promotes the product, image or brand of the company (Valanko cited in Pitkänen, 2016).

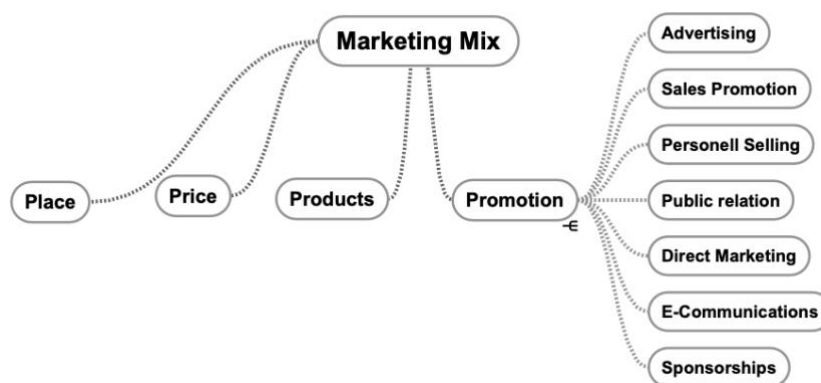


Figure 1: Marketing Mix based on De Pelsmacker et al. (2007, p.5)

As shown in Figure 1 above sponsorship is part of both the marketing mix and the communication mix, it tries to fulfill the same objectives to a certain extent using an advertisement (Valanko cited in Pitkänen, 2016). Sponsorship is a marketing tool which can evolve into many forms (Cronwell, 2019). Sponsorships have the focus on indirectly influencing a defined group of people with the help of sponsors (Valanko cited in Pitkänen, 2016). The difference is that the two parties are in a business relationship (Valanko cited in Pitkänen, 2016). The product itself is not promoted directly, but through using the sponsored party (Valanko cited in Pitkänen, 2016). The company shows that they support this particular person, team, or event, which causes a subconscious relationship to the customer (Valanko cited in Pitkänen, 2016). Companies benefit from sponsoring things due to the reflection of their values to the public (Valanko cited in Pitkänen, 2016).

There are several studies which tried to find out why companies invest money in athletes (Hoek, 1999). One of those found out that for example in New Zealand the main objectives of being a sponsor in a sport is:

- Increase Brand Image
- Brand awareness
- Increase Sales
- Generosity
- Recruitment purposes
- Passion of the Management

Generally speaking, this study is influenced by the companies of New Zealand, which might give other outcomes. This makes it quite hard to find an overall solution (Hoek et al. 1990). However, the aim of sponsoring somebody or something is always to create awareness. The main objective is to generate views and publicity (Hoek et al. 1990). This study is from 1990, which means that nowadays the aspect of being generous is probably not present anymore. Sponsorships are used as a marketing tool to increase sales and brand awareness (Hoek et al. 1990). In our generation it is getting more important that elite athletes need to develop a media presence to enhance their own personal brand (Geurin, 2017). This helps them to get in contact with big companies (Geurin, 2017). It is important for companies to be remembered by their viewers and to make a long-term impression (Walliser, 1995). This is important for their overall profit. The effect of positive publicity can increase the sales of a company (Walliser, 1995). The purpose of sponsoring a person is to strengthen the image of the company through the image of the sponsored party (Yukyoun et al. 2015). Sponsorships enhance the position of a company in the industry and it is used as an instrument to increase social responsibility (Walliser, 1995). The awareness of the target group is then increased (Walliser, 1995). The publication and demonstration of a product is used by companies to show their quality (Walliser, 1995). The demonstration of the product is then useful if the sponsored athlete is indirectly or directly connected to the product itself (Walliser, 1995).

Another main target for sponsors is to be connected with their audience such as bankers, other companies, stakeholders, customers, journalists, etc. These connections help them to strengthen their relationships and increase the sympathy for their product (Walliser, 1995). The aim of every company is to increase the turnover (Walliser, 1995). Increasing brand awareness, image, viewership is all used to fulfil the ultimate goal of increasing profits (Walliser, 1995). Sponsorships are therefore very successful for many companies regarding the short-term increase of the turnover (Walliser, 1995).

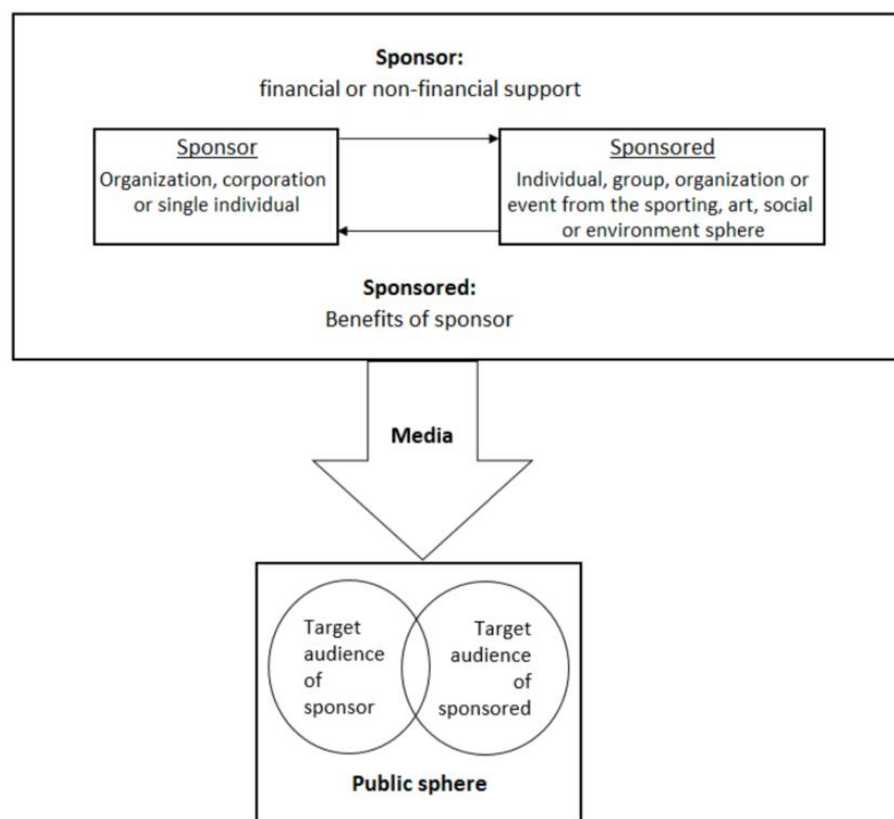


Figure 2: accessed from Walliser (1995, p.7)

Figure 2 shows that sponsorship is dependent on its relationships (Walliser, 1995). This implies that the sponsored party benefits from the sponsor (Walliser, 1995). This is divided into two parts (Walliser, 1995). The benefits could be financial benefits but also non-financial benefits (Walliser, 1995). For sponsors it is important that the product or brand image is promoted to get higher views and specially to tackle new customers (Walliser, 1995).

This happens through the implementation and promotion on diverse social media platforms to spread the image directly to the customers (Walliser, 1995).

2.2.2 Business Models in the eSport Industry

For an eSport team it is easy to make money due to many different ways. eSport organizations can generate money through broadcasts, merchandise sales, subscriptions, and sponsorships.

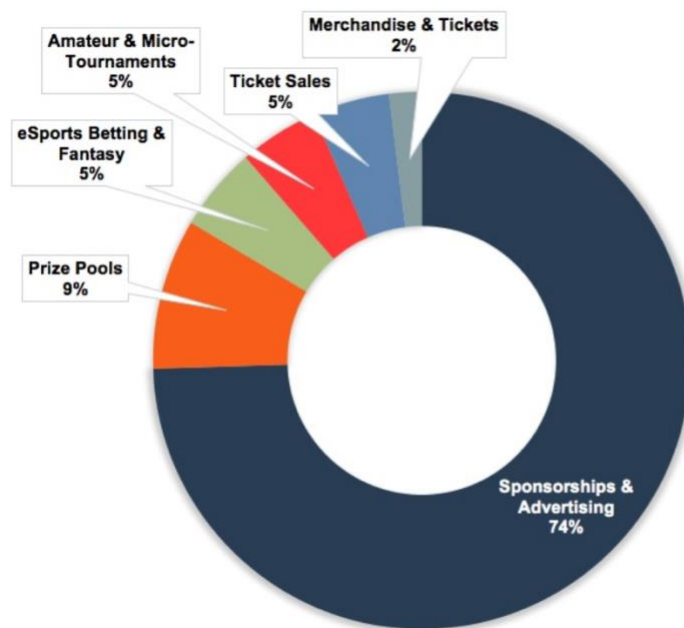


Figure 3: accessed from Rohan Bose (<https://mercercapital.com/article/esports-business-models-article/>)

Figure 3 above shows that sponsorships and advertisements are the main source of earning money in the eSport industry. Furthermore, it shows that there are also other possibilities of earning money in this industry. The most used business models are going to be explained further.

2.2.2.1 Sponsorships & advertising

In the eSport industry there are many different business models which can help to generate money. As already mentioned, sponsorship is the biggest among all (Taylor, 2012). Figure 3 shows that almost 74% of all money generated in the eSport industry derives from sponsorships (Bose, 2018). eSport evolved into a huge business, which attracted many well-established sponsors (Bose, 2018). Technology is very important for electronic gaming because the biggest sponsors are IT/Computer related industries such as HP and Intel who started sponsoring events from Blizzard and Activision (Bose, 2018). The players exclusively play with gaming PCs from this particular companies (Bose, 2018).

2.2.2.2 Broadcast revenue

Another value stream are broadcasts, such as Twitch.tv and ESPN (Bose, 2018). The problem is that this is not yet developed properly because the broadcasters are looking for content which fits to their target demographics (Bose, 2018). It is easy for game developers and tournament creators to get broadcast agreements (Bose, 2018). For players and eSport teams it is rather difficult (Bose, 2018). The agreements are mostly negotiated between game developers and the broadcasting companies (Bose, 2018).

2.2.2.3 Prize money

Also notable are prize pools and prize money (Bose, 2018). This is very important because this shows how much interest this trend generates (Bose, 2018). The individual players of teams create huge value for their organization if they win tournaments, due to increasing brand awareness (Bose, 2018). An example is the Dota 2 Championship where the prize pool was approximately 24,8 million, which was compared to other sport events well above (Bose, 2018).

2.2.3 Sponsorship Strategies

Sponsorship is extremely valuable for a business to reach their communication goals (Olson, 2017). For sponsors there are two different sponsorship strategies by means of which they can give them a competitive advantage over their competitors (Pitkänen, 2016). These strategies try both to increase brand recognition, loyalty, exposure and try to enhance the products and services, but in different ways (Pitkänen, 2016). The first approach is to sponsor a team which is not very big at the moment (Pitkänen, 2016). The idea behind this approach is to build up a new team and generate value through uprising recognition (Pitkänen, 2016). They basically hope that their new team is going to perform well because of the sponsorship and therefore they receive recognition (Pitkänen, 2016). The second approach is the so called "Shotgun – Approach" (Pitkänen, 2016). This strategy invests into a team which is already on the top (Pitkänen, 2016). An example would be Rolex who sponsors Roger Federer. Both the sponsee and the sponsor create a connection. This creates value for both parties (Pitkänen, 2016).

2.2.4 Sponsors

The electronic sport industry is growing constantly and rapidly (Meola, 2020). The viewership and the popularity are increasing each month (Meola, 2020). This trend has a current value of \$900 million, and this is just the beginning (Meola, 2020).

Due to these numbers and the uprising popularity many companies gained interest in sponsoring or investing in eSport teams (Meola, 2020). The sponsors help the competitive gaming industry to evolve from a niche segment into real sporting events (Meola, 2020). This increases both the values of the sponsors and the eSport organizations (Meola, 2020). There are many companies who invest in eSport such as:

- Red Bull: A company who is generally very open to new sports and uses sport athletes for their main marketing purposes (Meola, 2020). Red Bull are well established in the competitive gaming industry, due to selling energy drinks to keep up concentration (Meola, 2020). This organization first started sponsoring StarCraft and Dota 2 (Meola, 2020). Later on, they saw an opportunity in sponsoring Call of Duty (Meola, 2020). Now they sponsor several eSport athletes (Meola, 2020).
- Intel: Probably the most iconic one (Meola, 2020). Intel was one of the first who sponsored any eSport event or team (Meola, 2020). They started sponsoring the Intel Extreme Master with Electronic Sports League (ESL) which is a tournament that has existed since 2006 (Meola, 2020).
- Coca Cola: Is one of the pioneers in the electronic gaming business (Meola, 2020). They started sponsoring various events such as the League of Legends World Championships (Meola, 2020). This is one of the most viewed competitive gaming events (Meola, 2020). With the help of riot gaming Coca Cola achieved to connect with cinemas to stream the whole event 200 times simultaneously (Meola, 2020). This happened in 2016s World Championship and was broadcasted in the US, Europe and Canada (Meola, 2020).

2.3 Potentials of eSport

This chapter will focus on the presence of the eSport industry in the current generation and will give insights in how future outlooks and the potentials of this trend. The growth of eSport organization is increasing constantly. A perfect example would be Blizzard. A company which has created video games for decades and had an annual revenue of 40 million dollars and achieved to increase their revenues up to 5 Billion dollars in 2012. Their success is due to co-creation with other actors and the collaboration with the eSports governing bodies (Seo, 2013). The trend goes so far that universities start to actively train their eSport athletes and provide them with scholarships (DiFrancisco et al. 2018). The boom in European countries started with the implantation of first-person shooters such as Call of Duty or Halo (Seo, 2013). Furthermore, teams and clans were created and started live streaming their gameplay. Broadcasting their activities created even more value in the industry (Seo, 2013).

Key factors for the growth of electronic sport are the social media platforms which provide the customers with easy access possibilities and with no location boundaries (Jenny et al. 2016). On the one hand eSport is rising increasingly through several tournaments and championships but on the other hand because of this expansion several threats exist regarding the institutionalization of eSport (Jenny et al. 2016).

2.3.1 Streaming Platform

eSport right now is one of the biggest trends (Hewitt, 2014). The whole industry lives from competition between individuals and teams (Hewitt, 2014). Although the e-gaming market is increasing the awareness of electronic gaming is not the best compared to other sports (Hewitt, 2014). Traditional sport is mostly accessible on television, electronic sport instead is mostly broadcasted on streaming platforms (Li, 2016). Because of this, the audience is rather young. One of the most influential platforms is Twitch.tv (Li, 2016).

Twitch.tv formerly known as Justin.tv is a digital channel where tournaments and professional players can stream their events online without renting a stage or a TV station (Li, 2016).

Twitch is a streaming platform which was founded in 2007 by Emmet Shear and Justin Kan (Li, 2016). These two were students from Yale who graduated (Li, 2016). The main idea behind this website is that the viewers have the possibility to interact with the broadcaster via a chat (Li, 2016). The most common and most popular streaming channels are Amazon Prime Video and Netflix (Hamari & Sjöblom, 2016). These platforms give their customers or viewers the opportunity to watch different series or movies from all genres (Hamari & Sjöblom, 2016). Another example is YouTube, which provides their viewers with music (Hamari & Sjöblom, 2016). Streaming is different from these platforms (Twitch Engineering, 2015).

To stream something means that the person consumes something while simultaneously providing his viewers with content in the way of live streaming or uploading it on the platform simultaneously so that his subscriber can view it afterwards (Twitch Engineering, 2015). Twitch makes this possible because it is a peer to peer streaming service (Twitch Engineering, 2015). This website is built to get the video from the broadcaster directly to the viewers (Twitch Engineering, 2015). The explanation in simple terms of how this works is as follows. The system consists of two programming languages which are Go and C/C++ (Twitch Engineering, 2015). These languages were used to implement and transmit the real-time protocol into the live stream (Twitch Engineering, 2015). These protocols which operate independently, are then transcoded into many HTTP live streams (Twitch Engineering, 2015). These HTTP live streams are then distributed to different geographical points of presence (Twitch Engineering, 2015). This guarantees a high standard and a great quality video stream (Twitch Engineering, 2015).

While looking at the growth of Twitch.tv the year 2012 to 2013 was one of their milestones (Life Course, 2014). They achieved a growth of 874% and managed to increase their visits from 38 million to 371 million in the years of 2012 and 2013 (Life Course, 2014). Compared with Facebook and YouTube for example they managed to have a growth from 17% to 48% in the same year (Life Course, 2014). Big players such as Google noticed this rapid growth the opportunity and wanted to acquire the website for \$1 billion (Life Course, 2014). Twitch received a high reputation and overall it was quite good but like every company they also suffered (Li, 2016). They were accused to be a copyright violator because everybody could stream everything freely on this platform (Li, 2016). This gave many people the opportunity to stream illegally sport events, which forced the organizer to sue Twitch for copyright infringement (Li, 2016). Now years later the platform has grown even more and gives content creator the possibility to freely stream and upload their videos (Li, 2016). They have achieved that everyone can watch basically every game just by clicking and selecting their favorite streamer without spending any extra costs (Li, 2016).

2.3.2 Future Outlooks

The future of eSport looks quite similar to other popular professional sports (Alton, 2019). Looking at it, seems to increase tremendously (Alton, 2019). Many companies right now are evaluating and estimating the upcoming success of this trend (Alton, 2019). Companies like Goldman Sachs, who are a leading group in financial services and investment banking, made a prediction on how electronic sport is going to advance in the future (Alton, 2019). They estimated that the viewership will reach 300 million viewers in 2022 (Alton, 2019). To have a better understanding on how big this is, these numbers of spectators are equivalent to those of the National Football League (Alton, 2019). Deloitte, another company which is also known for its financial advisory, made an estimation that in North America alone this trend should grow 35% in 2019 (Alton, 2019).

eSport itself has a high potential (Alton, 2019). It is estimated by another company, which is called NewZoo, that by 2021 this trend will have also over 250 million viewers (Alton, 2019). They also stated that electronic gaming will have an audience of 454 million and a market growth of 14 % per year across all segments (Alton, 2019). Liz Alton also stated that the biggest audiences are located in Asia and in the U.S. (Alton, 2019). The future of electronic gaming looks splendid, organizations like Silicon Valley and Hollywood are investing in this trend (Alton, 2019). Real estate companies are building new gaming facilities (Alton, 2019). Forbes reported a 50-million-dollar facility which was built for an eSport team (Alton, 2019). Another notable investment was the funding of the eSport organization called 100 Thieves (Perez, 2018). Scooter Brown and award winner Drake made a million-dollar investment and became co-owners of this company (Perez, 2018). In 2018 they achieved to fund 25 million and managed to become the fastest rising brand in this industry (Perez, 2018). The industry which basically goes hand in hand with electronic gaming is the technology market (Alton, 2019).

The increasing hype of e-gaming also increases the sales of gaming consoles, computers, headsets, monitors and other specialized peripherals such as sound equipment, ergonomic gaming furniture, etc. (Alton, 2019). Analysts all over the world are evaluating this upcoming or present trend and although they vary from time to time the net outcome is mainly similar (Alton, 2019). It is said that it is lucrative, bright, and the monetization opportunities and the audience are growing (Alton, 2019). The industry itself is still in the development but either way it is an opportunity which is worth keeping an eye on whether you are a game developer or a person who is looking for a good investment (Alton, 2019).

3 Methodology

The aim of this chapter is to clarify and to show how the articles for this thesis were selected and what framework was used to get to the used journals and articles. This paper is written on the basis of using a Systematic Literature Review in short terms SRL. The literature review is one of the most important tasks for a research study (Colicchia & Strozzi, 2012). This method is used to eliminate bias and to give a precise pattern on how the data is going to be analyzed (Ginieis, Sanchez-Rebull, Campa-Planas, 2012). The SRL tries to make it easier to find suitable articles and journals for a distinct topic. It also wants to minimize the sample bias which could occur while searching through different databases (Tranfield, Denyer & Smart 2003). The SRL is used to locate existing studies, evaluate and select contributions, synthesize and analyze data, and then filter the information in a way to come to a clear conclusion about what is known and what not. (Denyer & Tranfield, 2009). It is different from the traditional Literature Review, due to the fact that it explores a specific question which then forms a self-contained research project. The key difference is that it utilizes exact and distinct principles. (Denyer & Tranfield, 2009). In easy terms the SLR model makes it possible that every person who makes the same SRL should get to the same solution. The SRL is used for identifying the articles a criterion sampling method. The framework is as followed:

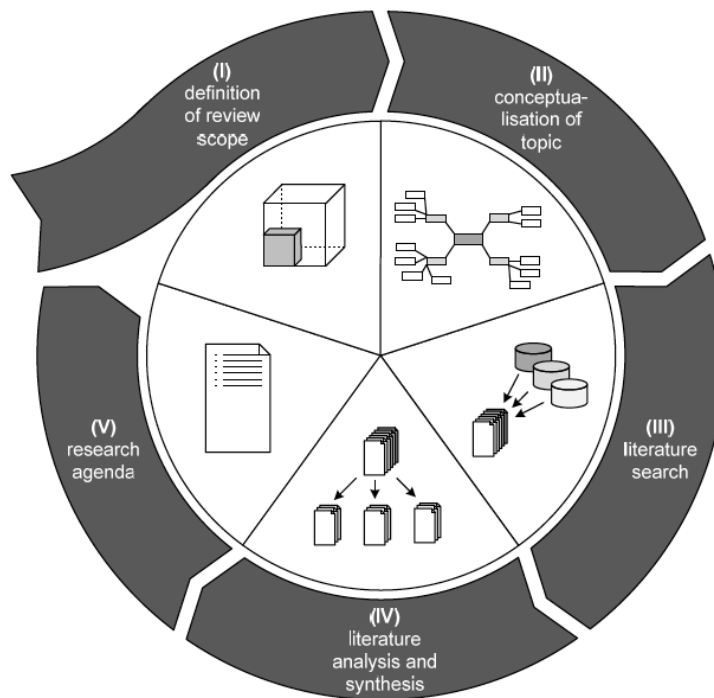


Figure 4: Framework for literature review process: accessed from Brocke et al. (2009, p. 2214)

Based on Vom Brocke et al. (2009) the figure above shows that an SRL has to begin with evaluating how big the whole review is going to be. The first step is to define at least two research questions. In this study the research questions are:

- 1.) Did the eSport Industry become an important trend in the past?
- 2.) How do sponsorships create value for the eSport Industry?

After defining the research questions a conceptualization of the topic needs to be done. The second step is to define the keywords. These keywords and variations of these words are then used to build the basis for the research (Tranfield et al. 2003). The third step is the real literature research using keywords and the variations to find suitable journals and articles. In this step the results are filtered until only the articles are left, which are relevant for the SRL. In the fourth step the filtered articles are further analyzed and divided into categories to build a framework.

These steps are essential for engaging and identifying the background of a topic (Veal, 2011). In the end the solutions are discussed to find further potential future researches.

3.1 Definition of the Review Range

The aim of this study is to find out how the trend in eSport developed in the years of 2015 to 2020 and to create profound knowledge about the eSport industry and further to enhance more people to be more interested in this specific topic. For finding this information peer reviewed articles were used and also some books and internet sources were used for writing this paper. The topic itself is very broad, therefore the study was limited to sponsorship opportunities and investments. This study tries to show the reader how important future trends are and how important it is to be more open minded to new industries. eSport is widely spread in our generation but it is still not accepted properly in our society. With the sponsorship of eSports and with investments from big companies like Red Bull and Sony it is clear to see the importance of this trend. For this study is focused on the following two research questions:

- 1.) Did the eSport Industry become an important trend in the past?
- 2.) How do sponsorships create value for the eSport Industry?

3.2 Conceptualization of the Topic

For finding the best sources for this particular topic strict rules were used. For this step the framework of Gregoire, Corbett and McMullen (2011) was used because it was the most coherent one. For this framework it is important to find keywords and keyword variations and combinations to isolate the range of the study. Four keywords were used to identify the most important sources. The first step was to determine a time range from 2015 – 2020. In a further step the determination of the language used in the articles. The time range was important because the biggest companies evolved in this time period. 2015 and 2020 were also included in this period. The language determination limited the search to only English and German articles.

The second keyword criterion was to limit the sources to only peer reviewed articles which were published in scientific journals. Books and internet articles were also taken into account while reading through the articles. Therefore, a system called Snowball Sampling was used. This system utilizes the sources used in peer review articles. So, if a peer reviewed article uses internet articles or books and the ranking is still sufficient it is possible to use these sources as well. In many peer reviewed articles books were used for finding the best information. These books which were used in peer reviewed articles and were also important for this study. Internet sources were also used if they were mentioned in these particular peer reviewed articles. The third keyword group were the four words which were used to find the best information. The keywords which were used are as follows:

- eSport
- eSponsorship
- future Trends
- gaming industry

These four words were then split into different combinations and variations to be sure that only articles were found which contained these particular words. The fourth and last sample criterion were words which were used to receive more detailed information. Therefore, a table was created for a better understanding.

Table 1: Keywords Groups: Keyword Variations and Combinations used in the Meta Search (based on Grégoire et al. 2011, p. 1450)

Keyword Groups	Formular
I. Time & Language Determination	Publication from 2015-2020 (Including 2015 & 2020) Language German & English
II. Journals, Books, Internet Sources	Publications in peer reviewed journals & books and internet sources which were found through the Snowball Sampling
III. Concept	ESport OR esports OR eSport OR sponsorship OR Sponsorship
IV. Focus	OR "future trends" OR "future trend" OR "Future trends" OR "gaming industry" OR "Gaming industry"

3.3 Literature Review

For the SRL the databases Google Scholar and Business Source Ultimate were used to find the peer reviewed articles. These two were used because they maintain the most recent journals and articles which were published over the last years. These two databases are also extremely viable for science and business purposes. They are perfect because they have many articles which address future trends. The meta search in these databases with the keywords eSport, sponsorship, future trends and gaming industry resulted in 1.556 articles in total. There were 991 articles in Business Source Ultimate and 565 in Google Scholar. Searching through these articles made clear that the configuration of ‘TX ALL Text’ made no sense, due to the reason that this method did not focus on the keyword groups and that some keywords were not combined. ‘TX ALL Text’ does not combine the keywords in the order which is preferred. The results of this method showed every article which contains one of these four keywords. Therefore, a change of the configuration was necessary. The configuration was changed to 'AB Abstract' which changed the results. This method allows to make keyword combination and gives only results which have these keywords in their abstract. This limited the meta search in the database to keywords which appeared only in the abstract.

Now the results were reduced to 221 in Business Source Ultimate and 23 in Google Scholar. To minimize the number of relevant articles only articles with a Q1 ranking were selected based on the ranking system SCImago Journal and on Country Rank (SJC). With this it was possible to be certain that all articles were published in high-quality journals. As already mentioned above in the definition of the review range the Snowball Sampling was used to find adequate books and internet sources. All books and internet sources which are used in this study were mentioned in some of these Q1 rated journal articles. Therefore, an assumption was made, that these books and internet sources which were used in these Q1 ranked articles are also of high-quality. The SJC uses three indicators to clarify whether or not a journal is ranked Q1-Q4. These indicators are based on how often they are seen in a web search, based on the research performance and on how innovative the article is (SCImago, 2020). The ranking system itself includes many different topics and has specific categories. This is a good indicator for finding reliable sources of high quality. After including this constraint, the result of relevant articles was minimized to 154 articles. The exclusion of 58 articles had different reasons. Many articles had a rating of Q2 – Q4 which made it impossible to use them. Some were not even listed in the ranking system. After evaluating the abstracts of these 154 Q1 rated articles only 58 were used for this study. The reason for excluding 76 Q1 rated articles was because of not having the right focus after reading the abstracts.

Table 2: Overview of the Article selection process (Table made by the Author)

Action	I. Meta research Business Source ultimate & Google Scholar	II. Meta research using 'AB Abstract'	III. Constraint only using Q1 rated articles	IV. Exclusion of Articles that did not focus enough on the topic	V. Total Used + books & internet articles which were found through the Snowball Sampling
Results	1.556	237	136	76	60

4 Results

In this part of the bachelor thesis the author will give an answer to the research questions. The thesis itself is based on an SRL as explained in the previous chapter. The results will give insights on how important this trend is and will clarify the research objectives. The results of this study are based on the literature which was used to write the thesis. This chapter will give answers to how important the eSport industry is and how it impacts the current market. Furthermore, it gives insights on the different sponsorship options.

4.1 The Reason of an SRL

The purpose of using an SRL was to find the best suitable articles and journals for this bachelor thesis. This study itself is based on secondary data. eSport is so big right now, therefore it was important to find a strategy to get the most important literature for this topic. The SRL was the perfect fit for it. As mentioned above in the methodology the SRL is very detailed and trustworthy. The review itself should always give similar results no matter who is doing it. Based on this topic it was extremely time consuming due to the many articles about this topic. It was important to use journals who have a Q1 rating based on the SJR (<https://www.scimagojr.com/journalrank.php>). This was a decisive factor. This factor narrowed the whole SRL to a number which made it possible to find the best articles. The evaluation of deciding whether an article is suitable or not was rather easy. The categorization of the articles was the key for this research. After that the abstracts of these Q1 rated articles needed to be looked at to decide if this article is suitable for this research. This made it possible to find the best articles which were used to write this bachelor thesis.

The problem of this topic is that right now it is not present in Austria as it is in the United States or in Asia, which made it difficult to make a qualitative or quantitative study, due to the fact that it is hard to get in touch with big eSport companies. The SRL is therefore the perfect fit. It is detailed, comprehensible and empirical.

4.2 Why is the eSport Industry an Important Trend

The eSport industry did increase a lot in the last five years. According to Seo (2013) the industry is getting bigger and bigger. The numbers of visitors are increasing due to the fact, that eSport is a trend which can be watched and played without any physical involvement. The value of this trend for companies is enormous. Companies such as Intel, Red bull, Coca Cola and so on are investing in this industry. The fact that everybody can watch eSport tournaments at any time and any places makes it extremely valuable for bigger companies. This trend is still not on its peak. The increasing development of the technology will push this trend even further. It is impossible to say how big this trend will become, but as DiFrancisco-Donoghue and Balentine (2018) mentioned above it is already been considered to be an Olympic discipline in the near future. Two of the biggest companies in the financial area, Goldman Sachs and Deloitte stated that the viewership of this trend will reach 300 million viewers in 2022 which is equivalent to the National Football League. It was also mentioned above by Alton (2014) that this industry increases by 14% each year in all segments. These statistics are tremendous for a trend. This industry is estimated to surpass 1.5 Billion in 2023 (Reyes, 2019).

This trend has so many options, due to the many different games which are produced by big companies such as Blizzard or Activision. These companies launch games almost every year. In 2018 this trend had investments of over 4.5 billion which is compared to 2017 an increase of 837% (Reyes, 2019). These numbers are extremely high and show how big this trend or industry already is. It is clear to say that eSport already is one of the biggest trends in the current generation.

4.3 Sponsorships Creating Value for the eSport Industry

Sponsorships are generally speaking right now one of the most important business strategies a company uses to generate value. Based on this study it is clear to see that the eSport industry uses sponsorships as their main marketing strategy. Sponsoring brings extreme benefits to both the sponsee and the sponsor. The eSport industry right now is perfect for this marketing strategy due to the uprising awareness of this trend and of course due to the many viewers. As mentioned above electronic sport is one of the biggest trends right now with millions of viewers a month. This is a great indicator for promoting products on these platforms. Many companies right now recognized this rapid growth and started investing in these electronic gaming teams. Big names such as Red Bull, Intel, Coca Cola, etc... are investing more and more in this industry. The eSport industry investments of 2018 reached a total of \$4.5 billion dollars. The fact that companies like Red Bull are interested in this type of industry show the importance of this trend. The electronic gaming industry increases every month. The value of this trend right now is over \$900 million. These numbers show how big the electronic gaming industry is and how valuable it is for companies. This trend developed through sponsorship from a niche segment into a real dominant industry. Sponsors like Intel, HP, Red Bull, Microsoft, Audi, BMW and many more, show how dominant the eSport industry really is. This trend evolved into an industry nobody can ignore. It has the numbers the viewership's, the competition and the money. These factors make electronic sports extremely valuable for sponsors.

5 Conclusion

The aim of this chapter is to give the reader a short a brief assumption of the most important parts of this study. The aim of this thesis is to show everybody how big and complex electronic gaming and the eSport industry is. The study tries to clarify the value of this industry. It aims to give an answer to the following research questions:

- 1.) Did the eSport industry become an important trend in the past?
- 2.) How do sponsorships create value for the eSport Industry?

These objectives were the main focus of this study. Throughout the whole thesis these questions needed to be answered. After all the research it is safe to say that this industry became an important trend in our generation. Companies like Microsoft, Red Bull and many more show that sponsorships are extremely valuable for this type of industry. Furthermore, this study shows how important it is to be up to date with new technology and new trends. The eSport industry right now has so many opportunities regarding investments and sponsorship deals. This trend evolved in the last five years to a segment which generated a lot of money and funds.

It is safe to say that electronic gaming will play a big part in our future, due to the high demand and due to the huge fanbase. To get the answers to these questions a SRL was used, due to fact that it gives detailed and profound knowledge to a certain topic. The data used in this research are secondary data. The author of this thesis is situated in Austria which made it hard to get primary data. The eSport industry is mainly present in Asia and the United States, therefore it is hard to get primary data because of the distance. There are many papers, articles, websites and books which write about the eSport industry.

The author formed a compound paper which has up to date literature in it. Furthermore, this study gives a clear and profound answer to this topic. The fact that the author only used Q1 rated journals and books and website articles that were mentioned in these Q1 rated journals gives the readers a clarification that this study has high quality. The structure of this thesis was also extremely important. The author wanted to show the timeline and the rapid growth of this industry. Therefore, the chapters were divided in the background of the eSport industry and sponsorships in this industry which shows the current situation and ends with the potentials of this trend.

In conclusion this study ensures that eSport is a trend which has enormous opportunities. The fact that this industry has so many viewers shows that sponsorships are vital for the electronic gaming organization. Furthermore, this thesis shows that companies show a high interest in this industry. It is certain that in the near future this trend will find even more attention. It is safe to say that the electronic gaming industry is worth keeping an eye on regarding investments and sponsorship deals.

6 Future Research and Limitations of the Study

Although this study provides valuable information about this topic it is still not complete. This study is based on secondary data which makes it hard to give practical implications. In future research it would be necessary to get primary data from companies which are high rollers in this industry. It would be extremely interesting to have interviews with companies who create and develop video games. To see how these games are created and to see what is important to create a game which is capable of being a competitive game is very interesting. Another idea would be to research the consumer behavior of Twitch.tv viewers and YouTube. These platforms are extremely vital for the electronic gaming industry, due to the fact that it provides the viewers with the content. Another interesting thing would be the examination of streaming platforms and how they generate money through it. Streaming right now is very big and has big opportunities as well. Streaming and the eSport industry go hand in hand. Many tournaments are live streamed by Twitch which makes it possible to watch tournaments for free. The eSport trend is extremely big and has so many fields which can be examined. It would be very interesting to get insights in the streaming sector.

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8 Appendices

Table 3: Is a visualization of all articles used for this study

Journal	Article	Source	Keep	Why
Journal of Advertising	Understanding Sponsorship: A Consumer-Centric Model of Sponsorship Effects.	Business Source Ultimate	Ja	Rating Q1, Relevant
Iowa Law Review	Traditional Sports and Esports: The Path to Collective Bargaining.	Business Source Ultimate	Ja	Rating Q1, Relevant
Minnesota Law Review	Competing Competitions: Anticompetitive Conduct by Publisher-Controlled Esports Leagues.	Business Source Ultimate	Ja	Rating Q1, Relevant
Journal of Advertising	Less "Sponsorship As Advertising" and More Sponsorship-Linked Marketing As Authentic Engagement.	Business Source Ultimate	Ja	Rating Q1, Relevant
Journal of Marketing	The Long Reach of Sponsorship: How Fan Isolation and Identification Jointly Shape Sponsorship Performance.	Business Source Ultimate	Ja	Rating Q1, Relevant
Journal of Sport Management	Elite Female Athletes' Perceptions of New Media Use Relating to Their Careers: A Qualitative Analysis.	Business Source Ultimate	Ja	Rating Q1, Relevant
Journal of Sport Management	Factors Influencing Sponsorship Effectiveness: A Meta-Analytic Review and Research Synthesis.	Business Source Ultimate	Ja	Rating Q1, Relevant
behaviour & information technology	Attention to eSports advertisement: effects of ad animation and in-game dynamics on viewers' visual attention	Business Source Ultimate	Ja	Rating Q1, Relevant
behaviour & information technology	Exploring player experience in ranked League of Legends.	Business Source Ultimate	Ja	Rating Q1, Relevant
marketing letters	Are rival team fans a curse for home team sponsors? The moderating effects of fit, oppositional loyalty, and league sponsoring.	Business Source Ultimate	Ja	Rating Q1, Relevant
Sport management review	eSports – Competitive sports or recreational activity?	Google Scholar	Ja	Rating Q1, Relevant
Journal of Air Transport Management	The academic journal literature on air transport: Analysis using systematic literature review methodology.	Google Scholar	ja	Rating Q1, Relevant
Ethics and Philosophy	Embodiment and fundamental motor skills in eSports. Sport	Google Scholar	ja	Rating Q1, Relevant
Quest	Virtual(y) Athletes: Where eSports Fit Within the Definition of "Sport."	Google Scholar	ja	Rating Q1, Relevant
Sport in Society	Electronic sport and its impact on future sport.	Google Scholar	ja	Rating Q1, Relevant
Journal of Business Research	Professionalized consumption and identity transformations in the field of eSports.	Google Scholar	ja	Rating Q1, Relevant
Journal of Marketing Management	Electronic sports: A new marketing landscape of the experience economy.	Google Scholar	ja	Rating Q1, Relevant
International Journal of Advertising	An International Review of Sponsorship research: Extension and Update	Google Scholar	ja	Rating Q1, Relevant
Supply Chain Management	Supply chain risk management: a new methodology for a systematic literature review.	Google Scholar	ja	Rating Q1, Relevant
Current Sports Medicine Reports	Collegiate eSport.	Google Scholar	Ja	Rating Q1, Relevant
The Sport Journal	Recognizing ESport as a Sport.	Google Scholar	Ja	Rating Q1, Relevant
Journal for Virtual Worlds Research	The eSports Trojan Horse: Twitch and Streaming Futures.	Google Scholar	Ja	Rating Q1, Relevant
The Sage handbook of organizational research methods	Producing a systematic review. In D. A. Buchanan & A. Bryman (Eds.),	Book	Ja	Relevant often mentioned in Q1 Articles
SSRN Electronic Journal	Success in eSports: Does Country Matter?	Google Scholar	ja	Rating Q1, Relevant
New Zealand Journal of Business	The role of sponsorship in selected New Zealand companies.	Google Scholar	Ja	Rating Q1, Relevant
Mercer Capital	eSports: Business Models, how an eSport Team makes Money	https://mercercapital.com/article/esports-business-models-article/	Ja	Relevant Internet Article
Sport Psychology	Concepts and applications	Book	Ja	Relevant often mentioned in Q1 Articles
Financial Times Harlow	Marketing Communication. A European Perspective	Book	Ja	Relevant often mentioned in Q1 Articles
Internet Research	What is eSports and why do people watch it?	Google Scholar	Ja	Rating Q1, Relevant
Marketing Bulletin	Sponsorship: An Evaluation of Management Assumptions and Practices.	Google Scholar	Ja	Rating Q1, Relevant
Bussinessinsider	The biggest Companies Sponsoring eSport Teams and Tournaments.	https://www.businessinsider.com/top-esports-sponsors-gaming-sponsorships-2018-1?r=DE&IR=T	Ja	Relevant Internet Article
International Journal of Gaming and Computer-Mediated Simulations	Can Some Computer Games Be a Sport?	Google Scholar	Ja	Rating Q1, Relevant
The University of Texas at Austin	History and Analysis of eSport Systems	Master Thesis	Ja	Relevant often mentioned in Q1 Articles
SSRN Electronic Journal	Why do People Watch others Play Video Games?	Google Scholar	Ja	Rating Q1, Relevant

Raising The Stakes	E-Sports and the Professionalization of Computer Gaming.	Book	Ja	Relevant often mentioned in Q1 Articles
The Guardian	Is it time for eSports gamers to be recognised as athletes? [online]the Guardian. Retrieved from	https://www.theguardian.com/technology/2016/jun/08/esports-pro-video-gamers-recognised-athletes	Ja	Relevant Internet Article
Pearson Education Limited	Research methods for leisure & tourism: a practical guide.	Book	Ja	Relevant for Methodology
Springer Medien	Sponsoring: Bedeutung, Wirkung und Kontrollmöglichkeiten.	Google Scholar	Ja	Rating Q1, Relevant
CNN	eSports: Is pro video gaming a sport?	https://edition.cnn.com/2016/05/31/sport/esports-is-professional-gaming-a-sport/	Ja	Relevant Internet Article
British journal of management	"Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review	Business Source Ultimate	Ja	Rating Q1, Relevant
Ecis	"Reconstructing the Giant: On the Importance of Rigour in Documenting the Literature Search Process."	Business Source Ultimate	Ja	Rating Q1, Relevant
Journal of Management Studies	"The Cognitive Perspective in Entrepreneurship: An Agenda for Future Research."	Business Source Ultimate	Ja	Rating Q1, Relevant
Community Connection	How big will ESport really Get?.	https://community.connection.com/how-big-will-esports-really-get/	Ja	Relevant often mentioned in Q1 Articles
Latimes	E-sports promoter ESL becomes world's biggest video-game events company.	https://www.latimes.com/business/la-fi-esl-esports-promoter-20151024-story.html	Ja	Relevant often mentioned in Q1 Articles
Esl One	ESL One Cologne	https://www.esl-one.com/csgo/cologne/	Ja	Relevant often mentioned in Q1 Articles
Fortune	This eSports company just got acquired for \$87 million	http://fortune.com/2015/07/03/esl-esports-acquisition/	Ja	Relevant often mentioned in Q1 Articles
Fortune	These Are the Most Popular ESports Games on Twitch	http://fortune.com/2016/04/06/most-popular-esports-games-on-twitch/	Ja	Relevant often mentioned in Q1 Articles
Intel Extreme Masters	Intel Extreme Masters	https://www.intelxtrememasters.com/sponsors/	Ja	Relevant often mentioned in Q1 Articles
Life Course	Twitch, Millennials, and the Future of Twitch	https://www.lifecourse.com/assets/files/reports/Twitch,%20Millennials,%20and%20the%20Future%20of%20Entertainment_August_2014.pdf	Ja	Relevant often mentioned in Q1 Articles
Fach Journalist	Phänomen E-Sport: ein neues Themengebiet für Journalisten	http://www.fachjournalist.de/phaenomen-e-sport-neues-themengebiet-fuer-journalisten/	Ja	Relevant often mentioned in Q1 Articles
Forbes	Drake and Scooter Brown invest in ESport Company 100 Thieves	https://www.forbes.com/sites/mattperetz/2018/10/23/drake-and-scooter-brown-invest-in-esports-company-100-thieves/#61709792710a	Ja	Relevant often mentioned in Q1 Articles
Scimago Jr	"Sjr — _Scimago Journal & Country Rank."	https://www.scimagojr.com/journalrank.php	Ja	Relevant for Journal Ranking

Twitch	An Introduction and Overview	https://blog.twitch.tv/en/2015/12/18/twitch-engineering-an-introduction-and-overview-a23917b71a25/	Ja	Relevant often mentioned in Q1 Articles
Businessinsider	Esport Ecosystem Report 2020: The Key Industry Players and Trends growing the Esports Market which is on Track to Surpass the \$1.5B by 2023.	https://www.businessinsider.com/esports-ecosystem-market-report?r=DE&IR=T	Ja	Relevant often mentioned in Q1 Articles
J. of the Acad. Mark	Gamified interactions: whether, when, and how games facilitate self-brand connections.	Business Source Ultimate	Ja	Rating Q1, Relevant
Computers for everyone	Will eSports Ever Become Widely Accepted as Official Sports and How will they Affect the Way we Entertain Ourselves if They do?	Business Source Ultimate	Ja	Rating Q1, Relevant
Skyhorse Publishing	Good Luck and have fun: The Rise of eSports	Google Scholar	Ja	Rating Q1, Relevant
University of Technology	Value Creation through Sponsorship in Electronic Sports'	Master Thesis	Ja	Relevant often mentioned in Q1 Articles

Table 4: Shows all articles which were not suitable for this study

Journal	Article	Source	Keep	Why
Journal of Accounting, Finance & Auditing Studies	An Evaluation on E-Sports Industry and Its Economic Outputs.	Business Source Ultimate	Not found	
Academy of Management Review	The Nature of the Social Firm: Alternative Organizational Forms for Social Value Creation and Appropriation.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of the Academy of Marketing Science	Sponsorship-linked marketing: research surpluses and shortages.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
American Business Law Journal.	The Econtractor? Defining the Esports Employment Relationship.	Business Source Ultimate	Nein	Rating Q3
Journal of Marketing Management.	Practice (mis)matching: multiple performances of a cultural sponsorship network.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
International Journal of Arts Management	"So to Speak": A Discursive Approach to Understanding Liminality in Business-to-Arts Interactions.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Annals of Business Administrative Science	A Role Model of Large-Scale University-industry Collaboration in Japan: The Case of Chugai Pharmaceutical and Osaka University.	Business Source Ultimate	Not found	
Journal of Advertising	Parenting "YouTube Natives": The Impact of Pre-Roll Advertising and Text Disclosures on Parental Responses to Sponsored Child Influencer Videos.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Sport Management	Focus on Brand Choice: Assessing the Behavioral Response to Sponsorship-Linked Communication.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Sport Management	Improved Articulation of Incongruent Sponsor-Property Partnerships Using Analogy.	Business Source Ultimate	Nein	Rating Q1, Abstract No
Journal of Sport Management	Why Do Marketing Relationships End? Findings From an Integrated Model of Sport Sponsorship Decision-Making.	Business Source Ultimate	Nein	Rating Q1, Abstract No
Journal of Sport Management	Pre-Emptying the Competition: How Do Shareholders View Sponsorships in the Sport Apparel Industry?	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Sport Management	Prioritizing Sponsorship Resources in Formula One Racing: A Longitudinal Analysis.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Sport Management	The Cameo Effect of Host Country and the Transitory Mega-Event: Patterns of Effect on Sponsorship Evaluation for Sport Tourists and Residents.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Sport Management	From Assessment to Purchase: A Three-Stage Model of the Marketing Funnel in Sponsorship Activities.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Sport Management	Sport Scandal and Sponsorship Decisions: Team Identification Matters.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Sport Management	Benchmarking Sports Sponsorship Performance: Efficiency Assessment With Data Envelopment Analysis.	Business Source Ultimate	Nein	Rating Q1, Abstract No
Journal of Sport Management	No More "Good" Intentions: Purchase Behaviors in Sponsorship.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Sport Management	Olympic Ambush Marketing Networks and Knowledge Transfer: Examining Their Impact on the Institutionalization of Anti-Ambush Marketing Legislation.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Sport Management	The Impact of International Football Matches on Primary Sponsors and Shareholder Wealth.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Sport Management	The Impact of Color and Animation on Sports Viewers' Attention to Televised Sponsorship Signage.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Sport Management	Servicing in Sponsorship: A Best-Worst Scaling Empirical Analysis.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Sport Management	Sponsorship-Linked Marketing: Introduction to Topics.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Sport Management	Market Reactions to Corporate Sponsorships of European Football Kits: The Moderating Effects of Firm Congruence.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Sport Marketing Quarterly	eSport vs. Sport: A Comparison of Spectator Motives.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	Nonprofit Organizations as Sponsors: An Investigation of Positive Word of Mouth and Donation Choice as a Result of Sponsorship.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	Assessing the Impact of Sponsor Asset Selection, Intangible Rights, and Activation on Sponsorship Effectiveness.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	An Experimental Approach to Assessing the Effectiveness of Official Sponsor Designations in an Ambush Marketing Scenario.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	An Examination of Employees' Response to Sponsorship: The Role of Team Identification.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	Breaking Up Is Hard To Do: Half-Baked Sponsorship Yields Valuable Lessons.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	Advances in Sport Sponsorship Revenue Forecasting: An Event History Analysis Approach.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	It Works Two Ways: Impacts of Sponsorship Alliance upon Sport and Sponsor Image.	Business Source Ultimate	Nein	Rating Q2

Sport Marketing Quarterly	Defending Your Sponsorship: The Outlawing of 'Paid Patriotism'.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	Are They Wearing Their Pride on Their Sleeve? Examining the Impact of Team and University Identification upon Brand Equity.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	The Impact of Fan Identification, Purchase Intentions, and Sponsorship Awareness on Sponsors' Share of Wallet.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	Points of Attachment and Sponsorship Outcomes in an Individual Sport.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	Unassisted Goal: U.S. Soccer Does Not Need Approval to Use Player Likenesses in Group Ad.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	Sport Marketing in Asia: Exploring Trends and Issues in the 21st Century.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	Linking Fan Values and Sponsorship Effectiveness: The Case of Old School Values.	Business Source Ultimate	Nein	Rating Q2
Sport Marketing Quarterly	Foreign Corrupt Practices Act Cases Impact Sport Marketing Strategies.	Business Source Ultimate	Nein	Rating Q2
Journal of Advertising	Understanding Sponsorship: A Consumer-Centric Model of Sponsorship Effects.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Advertising	Less "Sponsorship As Advertising" and More Sponsorship-Linked Marketing As Authentic Engagement.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Advertising	Parenting "YouTube Natives": The Impact of Pre-Roll Advertising and Text Disclosures on Parental Responses to Sponsored Child Influencer Videos.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Advertising	Entitativity of Concurrent Sponsors: Implications for Properties and Sponsors.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Advertising	Creative Analogy As a Means of Articulating Incongruent Sponsorships.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Advertising	Brand Image Congruence Through Sponsorship of Sporting Events: A Reinquiry of Gwinner and Eaton (1999).	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Advertising	Brand Stereotyping and Image Transfer in Concurrent Sponsorships.	Business Source Ultimate	Nein	Rating Q1, Abstract No
Journal of Advertising Research	How Does Wall Street React to Global Sports Sponsorship Announcements? An Analysis of the Effect On Sponsoring Companies' Stock Market Prices.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Advertising Research	Advertisement Typicality: A Longitudinal Experiment: Can Sponsors Transfer the Image Of a Sporting Event to Their Brand?	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Advertising Research	Communicating Corporate Responsibility To Fit Consumer Perceptions: How Sincerity Drives Event and Sponsor Outcomes.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Advertising Research	The Hidden Factors Behind Sponsorship and Image Transfer.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Advertising Research	How Corporate Sponsors Can Optimize The Impact of Their Message Content.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Advertising Research	Visual Processing and Need for Cognition Can Enhance Event-Sponsorship Outcomes.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Advertising Research	What Do We Know About Sports Sponsorships?	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Brand Strategy	Esport sponsorship: Practitioners' perspectives on emerging trends.	Business Source Ultimate	Nein	Rating Q3
Journal of Brand Strategy	Aligning rights-holders' marketing assets with brand marketers' needs.	Business Source Ultimate	Nein	Rating Q3
Journal of Brand Strategy	How social media influencers enabled a B2B company to drive awareness and engagement with their target consumers.	Business Source Ultimate	Nein	Rating Q3
Journal of Brand Strategy	#ThatsGold: Sponsorship activation in the 2016 Rio Summer Olympics.	Business Source Ultimate	Nein	Rating Q3
Journal of Brand Strategy	Sponsorship and the Elaboration Likelihood Model: BMW's 2014 Winter Olympic brand strategy.	Business Source Ultimate	Nein	Rating Q3
Journal of Brand Strategy	Corporate giving at the Shakespeare Theatre Company, Washington, DC: 'I can no other answer make but thanks, and thanks; and ever thanks'.	Business Source Ultimate	Nein	Rating Q3
Journal of Brand Strategy	Editorial.	Business Source Ultimate	Nein	Rating Q3
Psychology & Marketing	Interference effects in competitive sponsorship clutter.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Psychology & Marketing	Influence of the Virtual Brand Community in Sports Sponsorship.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Psychology & Marketing	Consumer Attitudes toward Sponsors' Counterambush Marketing Ads.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Psychology & Marketing	The Vigor of a Disregarded Ally in Sponsorship: Brand Image Transfer Effects Arising from a Cosponsor.	Business Source Ultimate	Nein	Rating Q1 Abstract: No

unlv gaming research & review journal	Identifying Opportunities to Inform and Inspire: Tribal Casino Employee Perceptions of Tribal Self Sufficiency and Philanthropy.	Business Source Ultimate	Not found	
unlv gaming research & review journal	Comparing loyalty program tiering strategies: An investigation from the gaming industry.	Business Source Ultimate	Not found	
International Journal of Production Research	A comprehensive survey of ubiquitous manufacturing research.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
International Journal of Production Research	Smart manufacturing.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
International Journal of Production Research	Evaluation of green manufacturing practices using a hybrid MCDM model combining DANP with PROMETHEE.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
International Journal of Production Research	Factors that influence users' adoption intention of mobile health: a structural equation modeling approach.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
Journal of Strategic Marketing	The influence of sport sponsorship on brand equity and purchase behavior.	Business Source Ultimate	Nein	Rating Q2
Journal of Strategic Marketing	There goes my hero again: sport scandal frequency and social identity driven response.	Business Source Ultimate	Nein	Rating Q2
Journal of Strategic Marketing	Sport marketing's past, present and future; an introduction to the special issue on contemporary issues in sports marketing.	Business Source Ultimate	Nein	Rating Q2
Journal of Strategic Marketing	Sponsorship programmes and corruption in sport: management responses to a growing threat.	Business Source Ultimate	Nein	Rating Q2
american journal of political science (john wiley & sons, inc.)	More Effective Than We Thought: Accounting for Legislative Hitchhikers Reveals a More Inclusive and Productive Lawmaking Process.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
american journal of political science (john wiley & sons, inc.)	Making Washington Work: Legislative Entrepreneurship and the Personal Vote from the Gilded Age to the Great Depression.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
american journal of political science (john wiley & sons, inc.)	Loose Cannons or Loyal Foot Soldiers? Toward a More Complex Theory of Interest Group Advertising Strategies.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
behaviour & information technology	Analysis of critical factors for social games based on extended technology acceptance model: a DEMATEL approach.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
clear international journal of research in commerce & management	CORPORATE SOCIAL RESPONSIBILITY: DIMENSIONS AND CHALLENGES IN SELECTED SOFTWARE COMPANIES IN INDIA.	Business Source Ultimate	Not found	
clear international journal of research in commerce & management	SARIMA MODEL OF MALARIA IN NIGERIA: A CASE STUDY OF MALARIA CASES OF A TEACHING HOSPITAL IN NIGERIA.	Business Source Ultimate	Not found	
clear international journal of research in commerce & management	CORPORATE ACQUISITION IN AUTOMOBILE SECTOR: A GROWTH DRIVER AND CHALLENGES.	Business Source Ultimate	Not found	
international journal of strategic property management	ANALYZING THE RENT-TO-PRICE RATIO FOR THE HOUSING MARKET AT THE MICRO-SPATIAL SCALE.	Business Source Ultimate	Nein	Rating 2
international journal of strategic property management	Identifying determinants of demand for construction using an econometric approach.	Business Source Ultimate	Nein	Rating 2
international journal of strategic property management	Systematic analysis of affordable housing development and pricing structure in Shenzhen, China.	Business Source Ultimate	Nein	Rating 2
journal of marketing	The Color of Support: The Effect of Sponsor-Team Visual Congruence on Sponsorship Performance.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
journal of marketing	The Long Reach of Sponsorship: How Fan Isolation and Identification Jointly Shape Sponsorship Performance.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
journal of marketing	Inferring Corporate Motives: How Deal Characteristics Shape Sponsorship Perceptions.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
journal of property management	A Year in Review and a Look Ahead to 2019.	Business Source Ultimate	Nein	Rating Q2
journal of property management	URBAN REGENERATION REVIVING BUILDINGS AND COMMUNITIES.	Business Source Ultimate	Nein	Rating Q2
journal of property management	IREM Study: Multifamily + Green Certification = Higher NOI	Business Source Ultimate	Nein	Rating Q2
proceedings of the northeast business & economics association	Reshaping the Physical and Economic Landscape of Atlantic City.	Business Source Ultimate	Not found	
proceedings of the northeast business & economics association	MGC Licensing Decision: The Case of Wynn Resort Boston Harbor.	Business Source Ultimate	Not found	
proceedings of the northeast business & economics association	The US Travel Account: Determinants and Future Direction.	Business Source Ultimate	Not found	

unlv gaming research & review journal	Identifying Opportunities to Inform and Inspire: Tribal Casino Employee Perceptions of Tribal Self Sufficiency and Philanthropy.	Business Source Ultimate	Not found	
unlv gaming research & review journal	Comparing loyalty program tiering strategies: An investigation from the gaming industry.	Business Source Ultimate	Not found	
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american journal of political science (john wiley & sons, inc.)	More Effective Than We Thought: Accounting for Legislative Hitchhikers Reveals a More Inclusive and Productive Lawmaking Process.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
american journal of political science (john wiley & sons, inc.)	Making Washington Work: Legislative Entrepreneurship and the Personal Vote from the Gilded Age to the Great Depression.	Business Source Ultimate	Nein	Rating Q1 Abstract: No
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Computers & Education	A systematic literature review of empirical evidence on computer games and serious games.	Google Scholar	Nein	Rating Q1, Abstract: No
Clinical Pediatrics	Reevaluating the Impact of Video Games.	Google Scholar	Nein	Rating Q1, Abstract: No