

eSport Excitement as a Motivation for Entrepreneurial Intentions

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Abstract

Nowadays video games has risen as the lifestyle of the modern generation, hence it is crucial to able to identify and comprehend the correlation of a video game player's experience and its contribution to their's entrepreneurial intent and behavior. Thus, the aim of this study is to find out up to what level the entrepreneurial intent and the main ability in entrepreneurship such as the need for success, need for independency, risk taking and productivity are associated with video games. The critical needs for a success in video games may assist in developing the behavior of the video game players. Based on other previous research findings on the advantages of playing video games, it is very inspiring to find the possibilities that these video games could have on the interventions promoting the well-being of these video game players.

Keywords: entrepreneurial intent, modern generation, video games, players.

1. Introduction

With the rise of video games in the modern generation nowadays, it is important to identify and comprehend the correlation of a gamer's experience and its contribution to one's entrepreneurial intent and behavior. Hence, the aim of this study is to discover to what extent video games are associated with entrepreneurial intent and the main ability in entrepreneurship such as the need for success, need for independency, risk taking and productivity. The requirements of success in video games could aid in forming the behavior of the players. After pulling together the research findings on the benefits of video games, we have become particularly inspired by the potential that these games hold for interventions that promote well-being (Granic, Lobel & Engels, 2014). According to the Entertainment Software Association (2006), most parents agree that playing video games has a positive impact in a child's life and their growth development. Thus, it leads to a study that focuses on the discovery of the effect of video games in expanding one's skill and enhancing it in various fields. One of the effects of playing video games that is supported by Beck and Wade in 2004 who stated that the development of general skills in which any games that apply trial and errors strategy in seeking solutions to problems. Poole (2000) agreed that video games even promote real-world physics such as flight simulation games.

Thus, the eSport video game is chosen in identifying the association of the player's gaming experience and the entrepreneurial intent and behavior. This study will provide more insight on the repercussions of eSports video games in the entrepreneurial aspects, the initiatives taken to observe how it affects the players by using pre-existing survey tools and the results of it all.

This study explores whether there is a link between the experience of playing video games and entrepreneurial traits and intent. This study determines whether video games and five entrepreneurial traits (need for success, need

for independency, risk-taking, productivity, and entrepreneurial intent) are correlated and to the degree of the correlation occurs it plays a role in. This study also aims to discover which entrepreneurial behaviors are associated with playing video games.

2. Literature Review

2.1 Development of the Trait Approach to Entrepreneurship

The study of entrepreneurial traits has evolved significantly since Schumpeter's (1943) concept of "creative destruction," which described how entrepreneurs innovate by combining existing resources in novel ways. Recent literature emphasizes that entrepreneurial traits, such as risk-taking and innovativeness, are not static but can be influenced by various factors, including experiences in dynamic environments like video gaming (Shepherd et al., 2022). Video games, particularly eSports, have been shown to foster traits such as strategic thinking, adaptability, and resilience, which are crucial in entrepreneurship (Kivikangas et al., 2020).

2.2 Entrepreneurial Traits and Video Gaming

Emerging studies highlight the impact of video gaming on entrepreneurial traits. For instance, video games often require players to engage in strategic planning, resource management, and rapid decision-making—skills directly transferable to entrepreneurial activities (Hamari & Keronen, 2017). Players of competitive games, such as multiplayer online battle arenas (MOBAs) and strategy games, exhibit enhanced problem-solving skills and adaptability, traits that align closely with entrepreneurial success (Chikish et al., 2019). Furthermore, these games often involve high levels of risk and uncertainty, paralleling the entrepreneurial process (Martončík & Lokša, 2022).

2.3 Self-Efficacy and Entrepreneurial Intent

Self-efficacy, or the belief in one's ability to succeed in specific tasks, is a well-documented predictor of entrepreneurial intent (Bandura, 1997). Recent research suggests that participation in video gaming can enhance self-efficacy, particularly in contexts requiring persistence and overcoming failures (Lynch et al., 2022). This enhancement of self-efficacy through gaming experiences can subsequently influence one's intention to pursue entrepreneurial ventures. Studies by Lee and Cho (2021) found that gamers who regularly engage in problem-solving games reported higher entrepreneurial intent compared to non-gamers.

2.4 Need for Achievement and Autonomy

The need for achievement (nAch) and autonomy are core entrepreneurial traits that have been extensively studied. Recent findings suggest that gamers often demonstrate a strong need for achievement, driven by in-game objectives and rewards systems (Przybylski et al., 2019). These game mechanics mirror real-world entrepreneurial motivations, where success is often measured by goal attainment and personal benchmarks. Additionally, the autonomy experienced in open-world games or those allowing player-driven narratives correlates with the entrepreneurial need for independence and control over one's endeavors (Ryan et al., 2020).

2.5 Adaptive Cognition and Resilience

Adaptive cognition, the ability to adjust thinking in response to changing circumstances, is increasingly recognized as crucial in both gaming and entrepreneurship (Haynie & Shepherd, 2019). Gamers frequently adjust strategies based on immediate feedback; a process similar to entrepreneurial pivoting when initial business strategies fail. Moreover, resilience—a trait vital to entrepreneurial success—is also nurtured in gaming contexts, where players must persevere through failures and setbacks (Kim et al., 2021).

2.6 Perceived Desirability and the Intention to Act Entrepreneurially

Perceived desirability, or how favorably an individual views entrepreneurial outcomes, is influenced by one's experiences and perceived competencies. In the gaming context, players who perceive their in-game successes as indicative of real-world potential are more likely to view entrepreneurship as a desirable career path (Wei et al., 2022). This perceived competence, coupled with the thrill and challenge of gaming, aligns closely with the entrepreneurial spirit.

2.7 The Role of Digital Environments in Entrepreneurial Development

Digital environments, including video games, provide unique platforms for the development of entrepreneurial skills. Virtual economies, team-based challenges, and in-game leadership opportunities are just some of the aspects that can cultivate entrepreneurial thinking (Cook et al., 2023). As the digital and physical worlds continue to converge, the role of gaming in shaping future entrepreneurs is expected to grow, making it an increasingly relevant area of study.

The intersection of video gaming and entrepreneurial intent offers promising insights into how digital experiences can shape entrepreneurial traits. With gaming environments providing rich contexts for risk-taking, strategic decision-making, and resilience-building, they serve as valuable analogs for real-world entrepreneurial challenges. Future research should continue exploring these connections to better understand how gaming can be leveraged as a tool for entrepreneurial education and development. Development of the Trait Approach to Entrepreneurship.

2.8 The Hypothesized Model

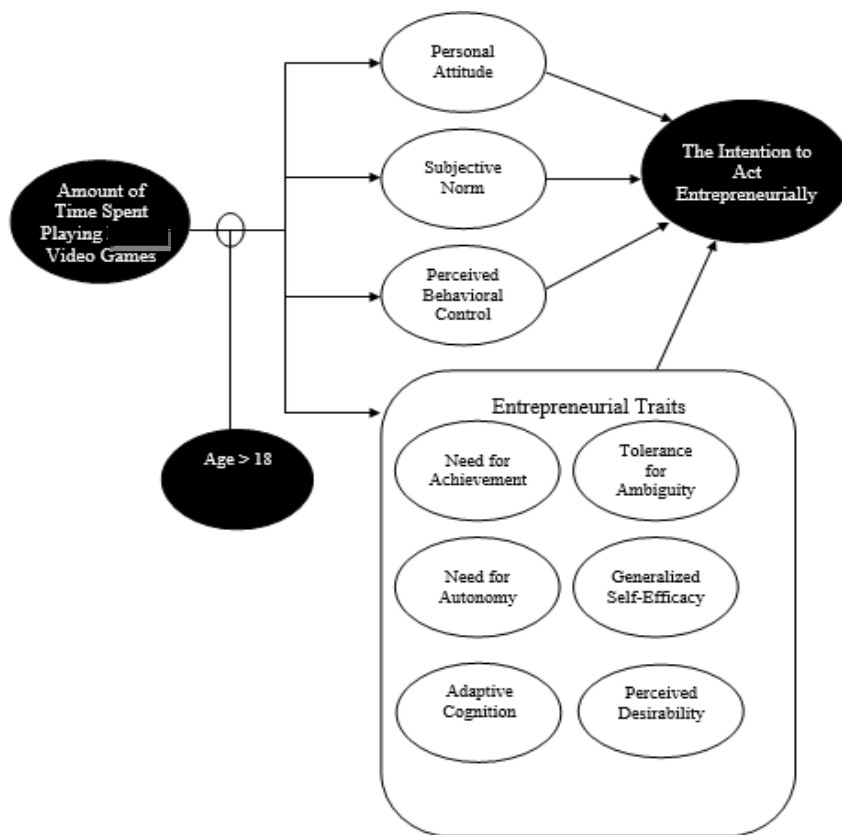


Figure 1.0 Hypothesized Model

3. Method

The study will adopt the Quantitative method and for each part of the sample, the implementation of the measures used in the survey tool will be described in this chapter. The topic involves essential factors, including the target population, the protocol and the variables of influence. The author also will cover the validity evaluation of this analysis instrument and finish by describing briefly the methodological approaches that are to be used in this study.

3.1 Participants and Target Setting for the Quantitative Component

The author will rely on people with a wide range of video games expertise who are still on the developing stage for this study's quantitative aspect. This is in accordance with literature which states that the characteristics during growth are mutable and most changeable (Blonigen, et al., 2008; Schwartz, 2005; Helkama, et al., 2003; Steinberg & Morris, 2001; Feather, 1975).

The sample demographic contains interviewees covering a broad range of participants, from non-gamers to actively competitive players. Furthermore, survey populations were selected to eliminate any prejudices to starting a company.

One possible obstacle for this research is that the study may have been seen by gamers as validating aspects of their video gaming experience and thus choose to react overly favorably, deliberately skewing their data to "assist." The survey opening page includes the following to reduce the probability of this:

“One final note: When answering the questions, don't over-think the answer. Go with your first impression. There's no right or wrong answer to anything in this survey.”

The intention of this language is to encourage honest reporting in the survey without explicitly raising the idea of dishonest reporting of data.

3.2 Procedures

Included in this summary was completing the survey. The author will establish a short SurveyMonkey.com survey to collect the feed from the respondent namely all students gamers from a number of public and private universities. A softcopy of the survey will be issued to each prospective respondent, either immediately or at his/her leisure.

3.3 Measures

The measurements selected for this analysis were based on the consistency of the literature concerned (i.e. relevance and reliability) and their duration and generality. Both polling instruments using Likert scales have been changed to Likert scales by shorter ones, since respondents take fewer accounts of them and do not substantially alter the responses of the respondents (Dawes, 2008).

A total of up to 26 variables can be used on the final model of video games for enterprise purposes: the age, gender, if a family was business, if the respondent started a company, control of five types of participation by students, the meta gender of the video game interviewed (eight in total), the aggregate scores of the respondent for each entrepreneur. The equations will be calculated intensively and so the author will use a measurement programme to help determine the sample size needed (Soper, 2010).

3.4 Analysis – Multiple Linear Regression

SPSS Statistics 17.0 can serve to interpret the quantitative results. Three forms of analyses will be carried out. The first two will be done in order to ensure that the articles for each entrepreneurship characteristic, business intent precursors, and business intentions are solid structures in the study. The analysis of confirmative factors will also be carried out. The author will run some linear regressions after validation of the constructs to decide if the evidence confirms the hypotheses. The author will manage both linear and curvilinear models, in order to monitor the probability that time spent playing Video Games bears a linear connection to the entrepreneurial characteristics and precursors of entrepreneurial intentions (Brannick, 2009).

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5. About the Author

Raslan Nordin is a Senior Lecturer with the Department of Entrepreneurship and Marketing with MARA Technology University, Puncak Alam Campus in Selangor with 12 years of teaching experience. He graduated with a professional Certification awarded by the Association of Business Executives (ABE) United Kingdom, a Degree in Business Administration awarded by the Bolton University United Kingdom and a Master Degree in Business Administration awarded by the MARA Technology University. He also possessed 17 years of private industry experiences in Banking, Automobile, Telecommunication and Information Technology and he is also Infrastructure Information Library (ITIL) Foundation United Kingdom certified and obtained Level 2 in Diploma of Digital Marketing from Malaysian Development eCommerce Corporation (MDEC).

Masrur Mohd Khir is currently attached to Faculty of Business and Management, University Teknologi MARA Malaysia and obtained his doctorate PhD degree from Liverpool, United Kingdom. He is currently the Deputy Director for Creative Media and Technology Hub at the university main campus in Shah Alam. His wide expertise in the academic field concerned not only teaching, training and consulting experiences but also as recipient of several research grants. His research interest includes management, event management, behavioural studies and qualitative research. Masrur also actively involves in research and publications including supervising research students at both undergraduates and postgraduates levels.

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