



**CALL FOR PAPERS**  
**Special Issue of Journal of Global Sport Management on**  
**“eSports and the Global Sport Industry”**  
**Extended Submission Deadline of Abstract: January 31, 2018**  
**Full Paper Submission Deadline: September 15, 2018**

*The Journal of Global Sport Management (JGSM)*, an official publication of Global Alliance of Marketing & Management Associations (GAMMA), will publish a special issue on “eSports and the Global Sport Industry”. This special issue will provide opportunities to share research findings, and concept papers that explore and investigate issues related to eSports and its’ role in the global sport industry.

### **Background**

During recent years, eSports (electronic sports) have become one of the most rapidly growing industry worldwide and promises an unprecedented marketing potential. Various national and international governing bodies have been established to oversee the rules and practice of professional eSports competitions. eSports is now one of the official sports of Asian Games, and is likely to join Olympic Games in a near future. The most popular eSports World Championships garner more than 10 million simultaneous online viewers, exceeding the viewership of many popular traditional sporting events. These few facts suggest that eSports has become an important aspect of contemporary virtual-world consumption. Despite such a rapid growth and potential, eSports has not been explored in the academia.

### **Scope of Topics**

This special issue seeks to explore and update knowledge on eSports. Indicative areas of interest include, but are not restricted to: (1) eSports and marketing, (2) conceptualization of eSports, (3) social and cultural impacts of eSports, (4) eSports consumption behaviors and psychology, (5) perceptions of eSports, (6) regulations and policies of eSports, (7) technology and eSports industry, (8) governance of eSports, and (9) legal issues of eSports, etc.

### **Submission Deadlines**

#### **1. Extended submission Deadline of Abstracts: Jan. 31, 2018**

- Authors should submit their abstracts to the track chair of the “[eSports and Global Sport Industry](#)” at the 2018 Global Marketing Conference (GMC) in Tokyo to be qualified for this Special Issue.
- Submission Guidelines for the abstract to 2018 GMC in Tokyo are located at: <http://gammaconference.org/2018/>
- Track chair of the “eSports and Global Sport Industry” at 2018 GMC is Kihan Kim, Ph.D., Professor of Sport Management of Seoul National University, Korea, Tel: +82-2-880-7792, [kihan@snu.ac.kr](mailto:kihan@snu.ac.kr).

#### **2. Full paper submission deadline: on or before September 15th, 2018**

- Authors should submit their full papers of this JGSM Special Issue on "eSports and Global Sport Industry" through the 'ScholarOne Manuscript portal for the JGSM' (<https://mc.manuscriptcentral.com/rgsm>) to be reviewed for publication in the special issue. Authors should indicate during the electronic submission steps that the submission is to be considered for the Special Issue on “eSports and Global Sport Industry.”
- Submissions will undergo a double blind, peer review process. Manuscripts must follow submission guidelines of the JGSM (<http://tandfonline.com/action/authorSubmission?journalCode=rgsm20&page=instructions>)

Preference given to submissions that:

- Accepted by the track chair of “eSports and Global Sport Industry” of GMC 2018 in Tokyo
- Registered for the 2018 GMC in Tokyo
- Presented in the 2018 GMC in Tokyo

If you have questions, please contact the editor of JGSM.

**Editor.** Kihan Kim, Professor of Sport Management, Seoul National University, Korea, [kihan@snu.ac.kr](mailto:kihan@snu.ac.kr)