

# **An Application of Structure-Conduct-Performance Paradigm to the Taiwan E-sports Industry**

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## **ABSTRACT**

The purpose of this paper is to analyze the structure, conduct and the performance of Taiwan's e-sports industry. The research method adopted in this study is qualitative and the structure-conduct-performance paradigm.

The research paper analyzed that there are four main elements in Taiwan's e-sports industry structure which are the e-sports game firms, the electronic devices, the events and live platforms as well as the sponsors. There are many conducts in the e-sports industry. This paper found that the integration, market and cooperation strategies are the main conduct in the e-sports industry. In the aspect of the performance in this paper, I divided the part into three aspects to discuss that are the growth of the e-sports game firms, the increase of viewers in the live platforms and the technology improved in the electronic devices.

The result shows the advantages of Taiwan's e-sports industry are that first the scale of the e-sports competition is more complete and the competition projects of the e-sports industry are more and more diverse. Also, it can also reduce the spending on the game authority through cooperate with the foreign game industries.

Keywords: E-sports (electronic sports), games, industry, SCP paradigm