

PSG COLLEGE OF ARTS & SCIENCE



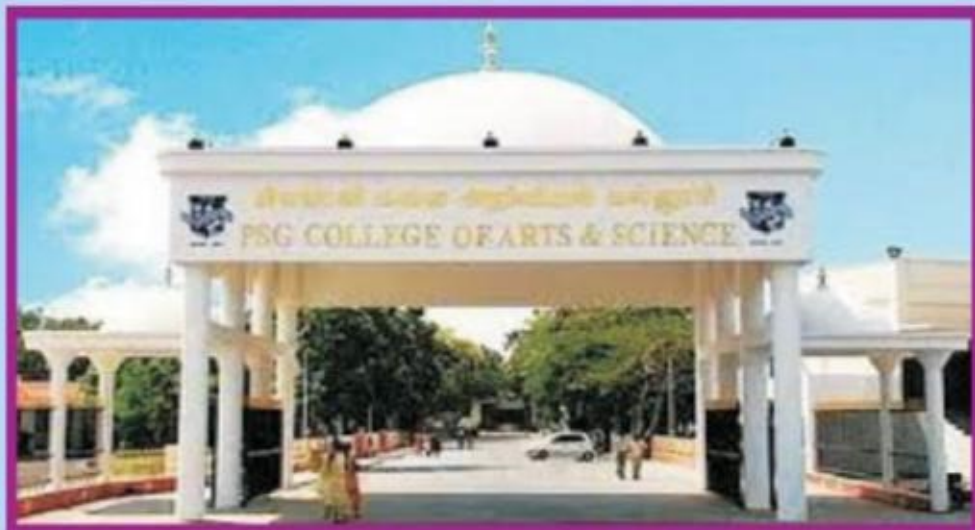
An Autonomous College – Affiliated to Bharathiar University
Accredited with 'A' Grade by NAAC (3rd Cycle),
College with Potential for Excellence (Status Awarded by the UGC),
Star College Status Awarded by DBT-MST, An ISO
9001-2015 Certified Institution, Coimbatore– 641014.



CONFERENCE PROCEEDINGS



*ONE DAY VIRTUAL
INTERNATIONAL CONFERENCE
ON
"DIGITAL TRANSFORMATION
AND SUSTAINABILITY IN BUSINESS"
31ST March 2022*



Organized by
Department of Commerce with Cost & Management Accounting
PSG College of Arts & Science, Coimbatore.



CONTENT

S.NO.	TITLE	AUTHOR	PAGE NUMBER
1	A Study on Impact of Stress on Work-Life-Balance of Faculty Members During Online Classes in Higher Educational Institutions	Dr. R. Kasthuri & S. Savitha	1 – 5
2	A Study on Digital Marketing and its Impact on Consumers' Purchasing Behaviour in Chennai – A Post Covid Scenario	K.Ponselvi	6 – 13
3	Perception on Earnings Through Online Gaming	Dr. P. Bruntha, Dr. B. Indirapriyadharshini, & S. Shabana	14 – 20
4	Social Media Marketing During the Covid-19 Pandemic	R.Praveen	21 – 30
5	A Study on Effect of Goods and Service Tax on Digital Marketing	Dr R Rathiha & V. Varna Sabhu	31 – 34
6	Industrial Internet of Things (IIOT) and Industry 4.0	Dr N Giri, A Gomathi, A Prakalathan	35 – 39
7	Industry 4.0 for New Normal	Dr R S Kanimozhi & R Nithya	40 – 48
8	Impact of COVID -19 on Indian Tourism Sector	Dr.D.Rajakumari, R.Shanthi & S. Rithanya	49 – 55
9	The Emerging Tech Leading a Change in HR Practices	Dr. R Durai Pandian & S. Pushpalatha	56 – 63
10	A Study on Rural Policyholder Awareness and Satisfaction on Online Service Offered by LIC in Krishnagiri District	Dr.R.Kasthuri & M.Agila	64 – 69
11	Estimation on Risk & Return Analysis of Selected Cryptocurrencies Listed in NYSE & NASDAQ	Dr. P. Chellasamy, N.S. Bala Nimoshini Supraja & S Kannamudaiyar	70 – 75
12	Sustainability of Pakkumattai Plate Making	Dr.R.Senthilkumar & Mr.R. Amarnath	76 – 80
13	Digital Transformation and Sustainability: The New Paradigm	Dr J Sundararaj & S P Sreelakshmi	81 – 85
14	CSR and Sustainable Development	Dr. J.Karthikeyani & S. Swapna	86 – 91
15	An Overview of Digital Media	Dr.R.Geethalakshmi & A.Shahar Banu	92 – 96



PERCEPTION ON EARNINGS THROUGH ONLINE GAMING

Dr. P. Bruntha*, Dr. B. Indirapriyadharshini**, S. Shabana***

Abstract

Online gaming has been arisen as a worldwide center point of promoting since a great deal of players across mainlands have entered through game servers. The actual games guarantee of offering a few rewards separated from the game information as far as cash, coupon codes, and different gifts. This has instigated a ton of players to enter the field, since many case that the acquiring office has given impressive fascination with the games. The interest in such games can be nothing or at times even extremely high. The reason for the review is to examine. The primary target of the review is (1)To analyze the basic interests of online gamers in correspondence to earnings(2)To study the efficiency of the gaming platforms the players use to earn. The review includes the information gathered from gamers in and around Coimbatore locale who are keen on the conceivable acquiring through gaming. The population has been set to 55 respondents. The information gathered have been broke down through basic rate investigation. The date gathered can assist with breaking down why the players incline toward web based gaming and how they pick their chose classification of the games which guarantee to give them the greatest possible level of fulfilment. They can set up game records through their ordinary mail id and get the awards/profit through their VPA or game records as well.

Key words: Online gaming, earnings.

Introduction

Online Gaming has been turning out to be more famous these days and it has been turning into the new market for "earnings" other than a great deal of different wellsprings of integral acquiring for individuals. Before the appearance of web based games, a great many people were occupied with computer games, yet that was not an exceptionally renowned wellspring of acquiring as not very many families could bear for gaming consoles. In any case, after the approach of online computer games with very much evolved servers, individuals were more associated with the world and the quantity of players expanded many overlap. Not simply being simple games, they began to present financial advantages for the games in different structures, for example, coupon codes, treats, game credits and even cash. This has been turning out to be more pervasive in the greater part of the well known gaming stages and numerous adolescents are drawn in towards internet gaming. Indeed, even grown-ups in the East Asian nations have been living in gaming bistros and began to bring in cash just through online gaming. This study depends on truth whether internet gaming would be a wellspring of acquiring or be a habit-forming gaming source. Numerous famous gaming stages and games classes have been chosen and investigated based on ubiquity, fulfilment and acquiring limit. The study was done with different age groups around Coimbatore district.

Dr. P. Bruntha *, Associate Professor & Head, PG & Research Department of Commerce,
***Dr. B. Indirapriyadharshini, Assistant Professor, Department of Commerce(E-Commerce)* Shabana.S, PhD Research Scholar, PG & Research Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi.



Conclusion

The study has been focused on the way of earnings . Thus, the number of people earning in this local region are low and the accuracy of the research cannot be made precise with the limited number of respondents and the scope of online gaming has not been well developed in India , thus this research would be a foundation for other researches which would target earnings through online gaming once online gaming is recognised as an e-sport in India.

References

- 1.Ju-Hui Chang and Hongxia Zhang , Analyzing Online Game Players: From Materialism and Motivation to Attitude, Cyber Psychology and Behaviour.
- 2.Greenberg, B. S., Sherry, J., Lachlan, K., Lucas, K., & Holmstrom, A. (2010). Simulation & Gaming.
- 3.Hauge, M.R. and D.A. Gentile. "Video Game Addiction Among Adolescents: Associations with Academic Performance and Aggression" in Society for Research in Child Development Conference.

Editors

Dr. E. Mythily,

Associate Professor & Head,
Department of Commerce with Cost & Management Accounting,
PSG College of Arts & Science, Coimbatore.

Dr. V. Kannammal,

Assistant Professor,
Department of Commerce with Cost & Management Accounting,
PSG College of Arts & Science, Coimbatore.

Dr. K. Suresh Babu,

Associate Professor,
Department of Commerce with Cost & Management Accounting,
PSG College of Arts & Science, Coimbatore.

PSG COLLEGE OF ARTS & SCIENCE

An Autonomous College – Affiliated to Bharathiar University

Accredited with 'A' Grade by NAAC (3rd Cycle),

College with Potential for Excellence (Status Awarded by the UGC),

Star College Status Awarded by DBT-MST, An ISO

9001-2015 Certified Institution, Coimbatore– 641014.



ISBN No.: 978-93-94623-00-2