

22nd International Conference on
Big Data & Data Analytics
July 25-26, 2023 | Webinar

Volume : 12

Mobile games: How do game publishers make huge profits?

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The purpose of this study is to explore the answer and the “general formula” for maximizing the profit earned by game publishers through their games. The process of research is carried out by studying the effects of games on the human brain, and at the same time, conducting further research into the effects on emotion which makes player’s personality development. Through the analysis of the player’s “dependence” on the game, we understand how sophisticated game makers unconsciously and slowly make players dependent on their games, and from these points, instinctively make them “spend money” unconsciously.

Introduction

Viewing from general perspectives, this research’s scope has been to concentrate on mobile games whose definition as a type of high-functioning and motion video games with the very attractive non-player characters (or NPC) that are set on the interface of mobile devices such as smartphones and tablets. It is considered that mobile games has been differentiated from console games in many ways by the convenience of not having to buy auxiliary equipment for the game, helping players to carry and playing anywhere and anytime. Therefore, mobile games have opened up a new market, suitable for a large number of players, with almost 100% compatibility for casual players who are with less interests in game and not being stimulated to purchase gaming specific hardware. By then, these casual players is the main object that helps generate revenue and profit for mobile games and is a guarantee for the success of the business model of mobile games (1).

Biography

Felicia Pham has currently been an Adjunct Professor of Swiss School of Business Management (SSBM University) and one of the Faculty members. Having many years of experiences in working for the top richest family in Vietnam, and recently holding a distinguished position as the Vice President of Vietnam Trade & Investment Promotion Club, the private entities for the top richest individuals in Vietnam, her willingness is to promote the trade and international relation between Vietnam and our international friends.

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Abstract received :May 22, 2023 | Abstract accepted : May 24, 2023 | Abstract published : 28-08-2023