

ASEJ

Scientific Journal

Bielsko-Biala School of Finance and Law

Volume 26 | Number 4 | December 2022

ISSN2543-9103
eISSN2543-411X
www.asej.eu

4.0

Service



Bielsko-Biala

Bielsko-Biala School of Finance and Law
Wyższa Szkoła Finansów i Prawa w Bielsku-Białej

Scientific Journal
Zeszyty Naukowe

Academic Quarterly Publication
Vol 26, No 4 (2022)

Bielsko-Biala 2022

Scientific Journal of Bielsko-Biala School of Finance and Law

The Journal is published by Bielsko-Biala School of Finance and Law; ISSN 2543-9103, eISSN 2543-411X.

The Journal is a quarterly publication with the scoring of 70 assigned by the Polish Ministry of Education and Science, prompting quality scientific work with local and global impacts, conducting a peer-review evaluation process and providing immediate open access to its content. The publication features original research papers as well as review articles in all areas of science, with particular emphasis on social sciences (including Finance, Economics, Business, Law, Internal Security) and technical sciences (especially IT).

Chairman

prof. Yevhen Krykavskyy Bielsko-Biala School of Finance and Law

Executive Publisher

Assoc. Prof. eng. Jacek Binda; President of Bielsko-Biala School of Finance and Law and Editor-in-Chief of Scientific Journal of Bielsko-Biala School of Finance and Law.

Volume Editor

Dr Muhammad Jammal (Dubai)

Editorial Board

The Editorial Board of the Journal includes six members of the Executive Editorial Board, four thematic editors who assist in setting the Journal's policy and the Board of Reviewing Editors affiliated in domestic and foreign research centers.

Senior Executive Editors: prof. dr hab. Jerzy Sielski, dr hab. Maria SMEJDA, dr hab. Aleksandr YUDIN, dr hab. Bronisław Młodziejowski, prof. WSFIP mgr Grażyna Binda-Piecka,

This issue reviewers: prof. dr Roman Kirin, dr hab. Liubov V. Zharova, prof. Serhii Iliashenko, prof. Olena Sadchenko, dr hab. Iryna Krykavska, dr hab. Grzegorz Grzybek, prof. UR, ft hab. Wiesław Wójcik, prof. UJD, dr hab. Arkadiusz Durasiewicz, prof. CH, prof. Olha Prokopenko, prof. Inna Deineha, doc. dr Janina Lisun,

Editorial Web and New Media: Assoc. Prof. eng. Jacek Binda

Secretarial Office of the Journal: mgr Marta Kijas

Journal Cover Designer: Assoc. Prof. eng. Jacek Binda

Journal Copyeditor: UPR PASJA, ul. Nowy Świat 23a, 43-190 Mikołów,

Journal Proofreader: mgr Marta Kijas

The **papers published** in the Journal are free and online open access distributed (Creative Commons Attribution CC-BY-NC 4.0 license). The Publisher cannot be held liable for the graphic material supplied. The printed version is the original version of the issued Journal. Responsibility for the content rests with the authors and not upon the Scientific Journal or Bielsko-Biala School of Finance and Law.



The Scientific Journal Office

Bielsko-Biala School of Finance and Law University Press
ul. Tańskiego 5, 43-382 Bielsko-Biała;
tel. +48 33 829 72 42, fax. +48 33 829 72 21; <http://www.wsfip.edu.pl>; <http://asej.eu>

ISSN 2543 – 9103 eISSN 2543-411X

December – 2022

Contents

Tomasz Jabłoński <i>"Family office" development in Poland - true or fiction? Legal analysis</i>	6
Joanna Toborek-Mazur <i>Mergers and acquisitions on the example of the PKN Orlen in 2022</i>	12
Karol Partacz <i>Creating value through synergy in mergers and acquisitions</i>	18
Rafał Lach <i>Written witness testimony</i>	26
Zbigniew Tetlak <i>Municipal waste management in the light of C. Wolf's non-market supply features</i>	30
Wojciech Jakubiec <i>Cybercriminals and criminal structures in the world of organized crime</i>	36
Rafał Lach <i>Courts of the peace within the legal system of the Republic of Poland</i>	40
Aleksander Sapiński, Mariusz Kuliński, Piotr Pindel <i>Cooperation of psychology and criminology in investigative activities</i>	45
Zbigniew Tetlak <i>The role of innovation in reducing dependence on crude oil?</i>	50
Aleksandra Kurak, Dariusz Szydłowski <i>Criminological aspect of suicide in Poland in the period 2014-2019</i>	60
Monika Lisiecka <i>Draft Law on civil protection and the state of natural disaster – constitutional analysis</i>	71
Tomasz Ślarczyński <i>Artificial Intelligence in science and everyday life, its application and development prospects</i>	78
Kateryna Kalynets, Yevhen Krykavskyy and Hasanov Gikmat Bachman oglu <i>E-sports marketing as an Integral Part of Virtual Development of Modern Society</i>	86
Jacek Binda, Lidia Bolibrukh <i>Pandemic covid-19 as a catalyst of the global logistic crisis and digitalization systems</i>	91
Jolanta Pochopień <i>Potential for implementation of the development of integration concepts economics and ecology in the economic activity of social systems</i>	96

Paweł Ostachowski, Sabina Sanetra-Pólgrabi <i>Specificity, conditions and trends in modern public financial management in Poland</i>	103
Yevhen Krykavskyy, Kateryna Stasiuk <i>Digital transformation in the automotive supply chain: trends and cases</i>	113
Justyna Fibinger-Jasińska <i>Implementation of the right to court and conducting remote hearings in civil proceedings.</i>	118
Waldemar Wagner, Stanisław Ciupka <i>The importance of gantiscopy in forensic technology</i>	122
Beata Hoza <i>Determinants of the VAT gap - part 2</i>	125
Władysław Świątek <i>Digitization of Administration in Poland_on the Example of Services Rendered by the Social Insurance Institution (ZUS)</i>	131
Piotr Pindel <i>Suicide by hanging - methodology of proceeding during the examination of the event</i>	141
Serhii Kasian, Kateryna Pilova Yurii Makukha <i>Promotion of the global Mobil brand: information technologies in marketing, analysis of marketing activities</i>	145
Robert Samsel <i>Cardinal August Hlond the spiritual mentor of John Paul II?</i>	151
Illia Klinytskyi <i>Language rights and official language in constitutionalism. Do bilingual states give us more rights for our language?</i>	157

Editorial Words

Dear esteemed readers,

It is my great pleasure to welcome you to the latest edition of ASEJ, the academic journal that brings you the latest research in the fields of law, economics, logistics, finance, psychology, criminology, computer science, and security. This issue features a diverse range of articles from leading experts in these fields, showcasing their latest research and insights into current trends and challenges.

As we continue to face unprecedented challenges and rapidly evolving technological advancements, it is more important than ever to stay up-to-date with the latest research and trends in these fields. This issue of ASEJ offers valuable insights and perspectives that are essential for anyone seeking to stay at the forefront of their respective disciplines.

We would like to take this opportunity to express our sincere gratitude to the authors for their hard work and contributions to the advancement of knowledge. We would also like to acknowledge the invaluable support of the Bielsko-Biala School of Finance and Law for their continued commitment to publishing this journal, which serves as a platform for the exchange of the latest knowledge and insights.

Virtual reality (VR) technology has been advancing at a rapid pace, and with its growth come a range of challenges in various fields, including economics, law, security, and computer science. In the realm of economics, one challenge is determining how to integrate VR technology into existing business models. VR has the potential to revolutionize the way companies conduct business, but it also requires significant investment and infrastructure to do so. Additionally, there are concerns about how VR will impact the job market, as it could potentially eliminate the need for certain types of jobs while creating new ones in the VR industry.

In this issue, we also explore the growing significance of virtual reality in law, economics, finance, and security. As VR technology continues to evolve, it presents both opportunities and challenges in these fields. For example, in economics, VR has the potential to revolutionize the way businesses operate, but it also requires significant investment and infrastructure. In law, the use of VR raises important questions around data protection, privacy, and intellectual property rights. In finance, VR can be used to enhance customer experiences and provide new insights into investment opportunities. In security, VR presents new risks and challenges, such as ensuring the safety of users and protecting sensitive data from cyber threats.

We hope that this issue of ASEJ will prove insightful and informative for our readers, and we look forward to your feedback and contributions in future editions.

Sincerely,

Dr Muhammad Jammal
Editor of the ASEJ, Issue 4, Volume 26, 2022

E-sports marketing as an Integral Part of Virtual Development of Modern Society

Kateryna Kalynets¹, Yevhen Krykavskyy¹ and Hasanov Gikmat Bachman oglu²

¹ Lviv Polytechnic National University
Ukraine

² Energy Regulatory Agency
Republic of Azerbaijan

Abstract— The article identifies the features of the development of marketing in e-sports as an integral part of modern virtual reality. As e-sports is an activity that attracts millions of viewers around the world, its development involves the involvement of sponsors and donors for its development. That is why marketing is a special tool that can promote endemic and non-endemic goods and services in this sport. The study aims to determine the special importance of e-sports for the promotion and sale of goods and services advertised on virtual sports grounds. The article uses methods of analysis and synthesis, scientific observation and generalization, forecasting, and systematization. The study found that e-sports is a unique platform for the presentation of new products and services, which attracts a loyal audience and directs the latest interactive development of modern marketing.

Keywords— e-sports marketing, endemic goods, non-endemic goods, followers, streaming, audience engagement.

I. INTRODUCTION

The article identifies the features of the development of marketing in e-sports as an integral part of modern virtual reality. Because eSports is an activity that attracts millions of viewers around the world, its development involves the involvement of sponsors and donors for its development. That is why marketing is a special tool that can promote endemic and non-endemic goods and services in this sport. The study aims to determine the special importance of e-sports for the promotion and sale of goods and services advertised on virtual sports grounds. The article uses methods of analysis and synthesis, scientific observation and generalization, forecasting, and systematization. Research has shown that e-sports is a unique platform for the presentation of new products and services that attracts a loyal audience and directs the latest interactive developments in modern marketing.

The process of informatization has also affected the gaming industry because today video games are positioned as something more than just a component.

Nowadays, e-sports are becoming an opportunity to earn money, transforming your favorite hobby into a job. Its development is constantly in the direction of direct competition with sports tournaments. This is facilitated not only by the use of modern technology but also by the technique of e-sports. As a result, competing computer games are attracting more and more attention, which cannot escape the scientific community. Competitors

Computer games, or eSports, are a phenomenon that has become one of the elements of modern digital youth culture, but its study still faces several challenges.

First, the scientific community lacks an understanding of the importance of eSports as a cultural phenomenon. Secondly, there is still a belief that computer games are intended exclusively for children and the unemployed. Third, eSports causes conservative rejection in many countries (Сонн, 2022).

Thus, e-sports is a form of competitive activity based on the use of computer games. It did not arise spontaneously and today demonstrates a certain history of slow but confident movement toward global recognition. The sharp rise in the popularity of e-sports could not fail to attract the attention of the business sector. Today it is one of the most promising investment areas in the domestic and global markets. The dynamics of e-sports are constantly increasing, which makes it interesting and relevant for research.

II. MATERIALS AND METHODS

Regarding the goals of the study, we formulated the following hypotheses:



H1 - E-sports is extremely important for the modern virtual development of society, as a capacious platform for attracting new users to various types of goods and services and creating a loyal target audience;

H2 - There are significant differences in the importance of marketing approaches between traditional marketing strategies and e-sports marketing strategies.

H3 - There are no significant differences between eSports enthusiasts and traditional sports enthusiasts in terms of the importance of the information they refer to and their effectiveness in choosing different goods and services.

H4 - To attract loyalty to goods, there are significant differences between sports and e-sports fans in the sources and methods of brand promotion.

A relatively small number of scientific works of domestic and foreign scientists are devoted to the study of the phenomenon of e-sports. The situation with a lack of scientific articles on the chosen topic is explained by the fact that e-sports has a fairly short history of development and ambiguous perception of certain segments of society. As almost the only comprehensive work on this topic should be called the work of P.M. Greenfield, which analyses children's dependence on computer technology and video games, including their behavior during play, which is often quite aggressive (Коваленко, 2016). The researcher sees the way out in the competition in computer games with certain sports regulations, which will curb human aggression.

These are mainly worked on the analysis of economic aspects of e-sports. Among the domestic studies - the work of KO Gorova and DA Gorovy, O. Kiporenko, is devoted to the analysis of modern tendencies in the e-sports market. Their research is devoted to the analysis of current trends in the e-sports market. Researchers note that e-sports tournaments are a major source of attracting new sponsors and investors, as well as promoting e-sports around the world (Meeker 2018). Researchers note that e-sports tournaments are the main source of attracting new sponsors and investors, as well as promoting e-sports around the world (Горова К.О., Горовий Д.А., Кіпоренко О.В., 2016). Among the few publications of a legal nature - the works of M. Tkalych (Ткалич М., 2019), research by I. Tomarov and A. Sotir, attempts are being made to introduce into legal use the concepts of e-sports and e-sports. - sports teams. The work of Kovalenko, however, with a shift in emphasis on the informatization of education (Горова Горовий, Кіпоренко 2016).

Even a cursory look at eSports marketing shows that there is almost no research. Therefore, clarifying the concept of e-sports and related intellectual property rights is appropriate and relevant.

III. RESULTS AND DISCUSSION

Sport plays a vital role in modern European society, as it not only contributes to the health and well-being of people but also has a significant impact on the economic development of each country. Sport and physical culture are an integral part of the national economic system, the object of state regulation, the

foundation of the cultural policy of the state. The important economic importance of sport is realized through broadcasting rights and the media, sponsorship, goods, sports betting, and various other channels.

The professional sports industry is a multibillion-dollar business. Every weekend, thousands of fans gather in stadiums to watch their favorite team play. Millions of other people are also setting up games at home, making the professional sports market extremely lucrative for both journalists and advertisers. In an increasingly commercialized industry, brands are seeking to take advantage of the world's biggest names to sell their products in stadiums, on television, and social media. Because of this, marketing in sports is becoming increasingly important.

Sports marketing is a type of marketing that aims to promote sporting events and products through sporting events and sports teams. An advertising element in sports marketing can be a physical product or brand name, the main purpose of which is to provide the customer with a strategy to promote sports or other products, services, businesses, or businesses through sports. To promote their products or services, companies and associations use various channels, such as sponsorship of teams or athletes, television or radio advertising, advertising on sports grounds during various broadcasts of sporting events, holidays, and more. The advantages for brands in such cooperation are the growth of brand awareness through the activation of sports sponsorship. Brands that participate in sports sponsorship have the opportunity to connect with their fans through sports representatives and enjoy the commercial benefits gained.

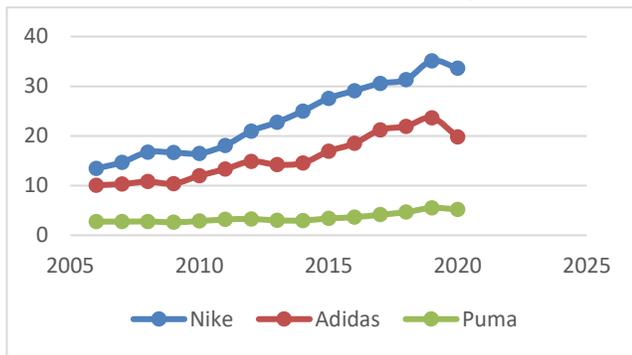
For example, the global sportswear market is currently extremely fragmented. Base brands compete in the market, the most common of which are Nike, Adidas, and Puma. Nike is a leader in global brands of sports shoes and clothing. The company's revenue in 2020 is 33.6 trillion euros (Tighe, 2021). Nike's success can be explained by the brand's marketing campaign, as well as sponsorship agreements with famous athletes and professional sports teams. Adidas is the second-largest sports brand in the world, with revenues in 2020 of 19.8 billion euros. Puma, the world's third-largest sports brand with a revenue of 5.2 billion euros in 2020 (Chart. 1)

The use of the Internet as a global channel of communication and interaction has changed the usual dynamics of marketing relationships with customers. Thanks to modern information technologies, the newest direction of sports and sports marketing have appeared - e-sports. E-sports, like marketing, is a competitive field filled with competing players, each of whom has a large number of loyal fans.

According to the McKinsey Dictionary, the term "eSports" is defined as "a specific subgroup of online games focused on competition between people - both amateurs and professionals - in a video or computer game with predetermined rules." E-sports is a form of organized multiplayer competition in video games, in particular between individual professional players or teams. Although organized competitions have been part of the video game culture since 1977, they have gained new significance since the 2000s, with the participation of professional gamers and viewers in these events through live broadcasts causing a significant surge in popularity (Tassi,

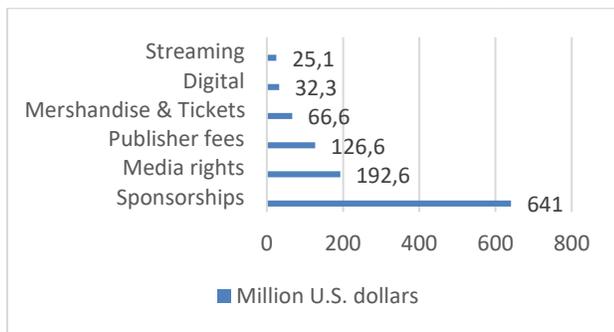
2012). To promote eSports as a "real" sport, the summit held by the International Olympic Committee (IOC) in October 2017 recognized the growing popularity of eSports. After all, the e-sports players involved prepare and train with an intensity that can be compared to athletes in traditional sports (Reuters, 2017). As a result of long discussions on this topic, the Asian Olympic Council allowed eight e-sports games to make their official debut for medals at the 2022 Asian Games in Hangzhou, China (Gough, 2012).

CHART 1. GLOBAL REVENUE OF ADIDAS, NIKE, AND PUMA FROM 2006 TO 2020 (IN BILLION EURO)



Source: Tighe 2021

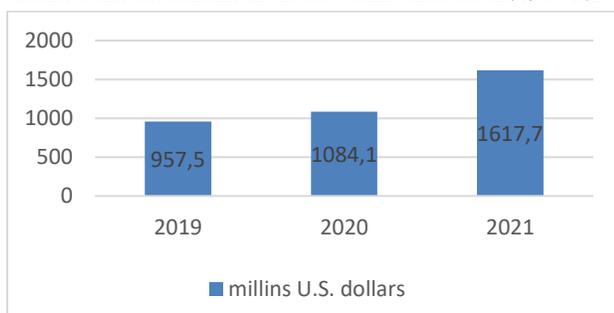
CHART 1. ESPORT MARKET REVENUE WORLDWIDE IN 2021, BY SEGMENTS



Source: Gough 2012b

The largest share of e-sports market revenue came from sponsorship and advertising in 2021. In total, the global eSports market revenue from sponsorship and advertising amounted to 641 million US dollars in 2021. \$ 192 million. (Chart. 2)

CHART 1. ESPORT MARKET REVENUE WORLDWIDE FROM 2019 TO 2021



Source: Gough 2021

Professional gamers, or "pro gamers", are often associated with gaming teams and/or broader gaming associations. They are equated in popularity with world-famous athletes in traditional sports. The eight largest eSports clubs in the United States - Team Liquid, Cloud9, 100 Thieves, FaZe Clan, Echo

Fox, Team SoloMid, Immortals - have raised more than \$ 360 million in investment during this period. According to the Newzoo Global Esports Market Report, the monetization of global eSports in 2020 is \$ 1.6 billion, which is 50% more than in 2019 (Kennedy, 2022). The largest eSports markets, in terms of popularity and revenue, are Asia and North America. (Chart 3)

Advertisers react differently when they learn that the core of eSports viewers is a 450 million fan base, including not only teenagers but also solvent adults (Chart 4). For American and European brands, this is a strong signal that this is an audience that already has specific consumer habits, including the habit of paying for digital content. Many Western eSports enthusiasts have subscriptions to Netflix or Apple Music, and they regularly send donations (donations) to their favorite streamers on Twitch, YouTube, or other platforms (24 Канал, 2021). This makes it possible to integrate a new service or product into the habits of such an audience.

CHART 1. ESPORT AUDIENCE SIZE WORLDWIDE FROM 2019 TO 2021 BY TYPE OF VIEWERS



Source: Gough 2021

Audience loyalty to e-sports partner brands is one of the reasons for such rapid market growth. According to the analytical agency Nielsen Sports, more than half of the e-sports audience is loyal to brands that invest in e-sports and are willing to choose among others their products. Hence the high rates of return on investment: for one dollar invested, sponsor brands receive three dollars in the form of media value, i.e., the aggregate indicator, which includes tangible and intangible sponsorship assets.

Another reason for the growing popularity of e-sports marketing is the "long game". The relative youth of the audience allow brands to form a pool of loyal customers in advance, even before the peak of purchasing power in this audience. In a few years, they will become even more active and solvent and they will already have formed loyalty to the brand. But it is very important to show that the brand listens to their needs. For example, a separate brand of computers and accessories (up to special gaming chairs) Omen has been created, created especially for e-sportsmen and gamers-enthusiasts - those who play for the result.

It is interesting to note that e-sports fans are more focused on the athlete's face than the generation of football, baseball, and basketball fans who care about "form". Social networks make them even more accessible to idols, and detailed broadcasts and analyses of matches allow fans to repeat the tricks seen. Popular

brands are interested in this target audience and are actively using e-sports marketing to promote their products among young people.

E-sports has introduced a phenomenon such as streaming, which creates new opportunities for the development of marketing. Today, streaming has become a separate area of the blogosphere with its stars and multimillion-dollar contracts, and content-based services are actively competing with each other. For example, the highlight of the summer was the transition of the world's most popular gaming streamer Ninja from Twitch (a subsidiary of Amazon) to Mixer (Microsoft). According to insider information, Mixer lured the blogger with a six-year contract for \$ 900 million. His first stream on Mixer gathered 93,000 people - a record for the service. Ninja himself is an absolute record holder in the number of viewers: up to 650,000 people watch its broadcasts at the same time (Kumaş, 2014).

"For advertisers, it's a simple and easy-to-understand tool for interacting with their audience: new, out-of-date formats and open statistics with the number of unique viewers, their retention, engagement, and response times. The cost of one advertising contact is consistently lower than traditional formats - contextual advertising, TV, radio, banners, BTL ", - says streamer Artemy Odintsov (Day, 2019).

For computer manufacturers, partnering with e-sports championships is also a great "testing ground" for new products. We can say that the development of e-sports forces equipment manufacturers to compete with each other and stimulates the development of the market as a whole.

Today, eSports offers business integration scenarios that are virtually unlimited in terms of creativity and budget: from one-time streaming broadcasts and sponsorships of cyber tournaments to unique authoring integrations within specific computer games and books in the cyber industry a whole class of activities for a specific brand. Big banks issue their cards for gamers, IT companies announce vacancies in video game reviews for highly specialized positions, medical organizations are seriously discussing the possibility of treating patients with brain disorders with the help of game mechanics, educational startups are introducing gamification to improve information absorption.

Partnership and sponsorship in e-sports can be divided into two categories: cooperation with endemic brands and cooperation with non-endemic brands. Endemic brands are perceived in e-sports quite organically. These are categories of products related to gaming - laptops, computer mice, headphones, gadgets, and more.

But brands from other fields (non-endemic) are already confidently present in e-sports. For example, Team Liquid has become a partner of the Tokidoki lifestyle brand. Together, they release a line of clothing and accessories with the team's mascot (mascot character) (Joins MLG, 2017). Other major sponsors/partners include Coca-Cola, BMW, Nike, IMAX, and Spotify. An example of such cooperation in Ukraine is the collaboration between the HellRaisers e-sports club and the Mazda car brand. And these are not isolated cases.

It is worth mentioning that assistants, specialists, and marketing directors play an extremely important role in the field

of e-sports. They perform the functions of establishing relationships with the target audience, planning a strategy to strengthen the competitive position of the organization, conducting research in focus groups, and determining the marketing strategy of loyal involvement of the target audience and investors.

Research has shown that the use of marketing strategy in e-sports for brands of any scale corresponds to the stages of marketing strategy in traditional sports, in particular:

1. Defining the target audience;
2. Search for channels of communication with the target audience;
3. Collaboration with celebrities and celebrities;
4. Team sponsorship;
5. Holding an event with a white label.

We will briefly review each of these areas of marketing strategy.

Defining the target audience involves finding out the segment of observers who can potentially be our clients. The problem with defining your audience, in this case, is that eSports is a kind of general term that does not specifically refer to a specific audience. If you are not very well versed in the industry, you will be inclined to think that "eSports fans" are a good demographic group for the target audience. But this is not the case. After all, fans of different professional sports have different preferences and habits. The situation is similar with e-sports: someone who likes to watch World of Warcraft is not necessarily a Rocket League fan. Therefore, the best way to determine your marketing strategy in eSports is to find a game or tournament that has synergies with your product. For example, Mobil1, a manufacturer of synthetic motor oil, did so when it sponsored the Rocket League Championship.

Search for channels of relationship with the target audience. This is another major marketing strategy. After defining the target audience, the question arises: where and how can you contact them? Of course, digital marketing and social media marketing make this task much easier. In particular, Twitch and YouTube are popular platforms for e-sports fans. We recommend that you test different means of communication and choose the best one for your brand.

Collaboration with influential people and e-sports stars is especially productive. A special feature of such cooperation is that it does not require significant financial costs. Therefore, it can allow both well-known popular brands and microbrands.

Team sponsorship is a great way to attract a loyal audience for a brand. E-sports is developing at an extremely fast pace. Many niches in it are not yet filled. It always releases new games (and current games may suddenly lose popularity). The most popular teams today may disappear after the game of their choice goes out of fashion. Every day new teams are created here and new games are programmed. Therefore, your brand can be a sponsor for a team of different levels.

Organizing and hosting an event with a white label (creating a new event) is a great tool to draw the attention of the target audience to your brand. Small private events can be a catalyst for attracting a new brand in eSports. You can arrange a new event with a local sports club, or join existing events. The cost

of such advertising varies from minimal contributions to significant investments. But the result does not depend on it. The main emphasis should be on the interest of the target audience.

Thus, it can now be argued that e-sports are in a state of active development, and there is no doubt that it will continue to grow. Part of the reason for this is how accessible it is to players, fans, and brands. Virtually any avid gamer can join the team and become a star without the obstacles that professional athletes have. And e-sports stars are much closer to fans, while influential people on stage create loyalty through their streams and videos. And, as we have seen, the dynamic nature of e-sports, which is still in its infancy, leaves a lot of room for brands of almost any size to enter the game.

IV. CONCLUSIONS

Based on the analyzed data, the functioning of the e-sports system can be considered a positive economic component of the organizational and legal structure of the state.

Cybersport is not only a new sport, popular among modern youth but also a large media market. Its volume, according to various estimates, is 1-1.5 billion USD. At the same time, experts note that the e-sports market is growing by 20-30% annually, and will fully manifest itself in 5-10 years.

Advertising and marketing in the industry have great prospects because e-sports is a great area for promoting various products. Today's experts single out several countries that occupy leading positions in the world in terms of dissemination and promotion of e-sports.

Leaders in the industry include South Korea, China, the United States, and Western Europe. Relevant ratings are also compiled according to the amount of financial income to this industry in each country separately.

According to statistics on the growth of revenues received by states and all countries involved in the competition, including players, the revenue of the gaming industry is now USD 180.1 billion. At the same time, the main consequence of the development of e-sports as a source of income for the state budget is the level of commercialization of this industry.

Thus, according to independent think tanks, the gaming industry, namely the eSports segment, will continue to grow rapidly and steadily in both the short and long term. And this applies to both the growth of revenues of companies participating in the market, and increasing the audience of users. In terms of investment and development of new marketing strategies, it is now one of the most promising markets in the world.

References

Спонсорство в кіберспорті: відмінності між світовим та українським ринком (2021). (online) Available at: https://games.24tv.ua/sponsorstvo-kibersporti-vidminnosti-svitovogo-ukrayinskogo-rinkiv_n1493560 (Accessed 30 Mar. 2022).

Bloom, D. (2020). Ninja Jumps From Twitch to Microsoft's Mixer In Exclusive Deal. (online) Forbes. Available at: <https://www.forbes.com/sites/dbloom/2019/08/01/twitchs-biggest-star-ninja-joins-microsofts-mixer-in-exclusive-programming-deal/>.

Day, W. (2019). Today is the 40th Anniversary of the World's First Known Video Gaming Tournament.

Gough, C. (2012b). Global eSports viewership by viewer type 2022 | Statista. (online) Statista. Available at: <https://www.statista.com/statistics/490480/global-esports-audience-size-viewer-type/> (Accessed 31 Mar. 2022).

Joins MLG (2017). Major League Gaming. (online) web.archive.org. Available at: <https://web.archive.org/web/20170713090243/http://www.majorleaguegaming>

.com/news/nadeshot-joins-mlg-tv-streaming-platform-apps-for-android-and-ios-released/ (Accessed 31 Mar. 2022).

Kennedy, V. (2022). Esports coming to 2022 Commonwealth Games. (online) Eurogamer. Available at: <https://www.eurogamer.net/articles/2022-02-09-esports-coming-to-the-2022-commonwealth-games> (Accessed 31 Mar. 2022).

Kumaş, T. (2014). Sizler de lisanslı E-Sporcu olabilirsiniz. (online) Oyun Haberleri - merlininkazani.com. Available at: <https://www.merlininkazani.com/sizler-de-lisansli-e-sporcu-olabilirsiniz-espor-70805/> (Accessed 31 Mar. 2022).

library.olympics.com. (2021). ZOOM IN - ESPORTS AND GAMING. (online) Available at: https://library.olympics.com/default/esports-and-gaming.aspx?_lg=en-GB (Accessed 30 Mar. 2022).

Ninja makes Mixer debut after a 'shock' moves from Twitch. (2019). BBC News. (online) 3 Aug. Available at: <https://www.bbc.com/news/newsbeat-49219061> (Accessed 30 Mar. 2022).

Nordmark, S. and Heath, J. (2019). The 10 Largest Prize Pools in Esports. (online) Dot Esports. Available at: <https://dotesports.com/general/news/biggest-prize-pools-esports-14605>.

.O. PYSCHULINA (2020). DIGITAL ECONOMY: TRENDS, RISKS, AND SOCIAL DETERMINANTS. (online) Available at: https://razumkov.org.ua/uploads/article/2020_digitalization.pdf.

Reuters (2017). E-sports just got closer to being part of the Olympics - Business Insider. (online) Business Insider. Available at: <https://www.businessinsider.com/e-sports-gets-closer-to-being-part-of-the-olympics-games-2017-10> (Accessed 31 Mar. 2022).

Statista (2017). Adidas, Nike & Puma revenue comparison 2006-2017 | Statista. (online) Statista. Available at: <https://www.statista.com/statistics/269599/net-sales-of-adidas-and-puma-worldwide/>.

Statista. (2021). Global eSports market size 2025. (online) Available at: <https://www.statista.com/statistics/1256162/global-esports-market-size/>.

Tassi, P. (2012). 2012: The Year of eSports. (online) Forbes. Available at: <https://www.forbes.com/sites/insertcoin/2012/12/20/2012-the-year-of-esports/>.

Коваленко, С.В. (2016). Основні етапи інформатизації суспільства та освіти. Вісник Чернігівського національного педагогічного університету. Серія : Педагогічні науки, (online) (135), pp.181–184. Available at: http://nbuv.gov.ua/UJRN/VchdpuP_2016_135_47 (Accessed 30 Mar. 2022).

О, Г.К., А, Г.Д. and В, К.О. (2016). Основні тенденції розвитку ринку кіберспорту. Проблеми і перспективи розвитку підприємництва, (online) 1(4(2)), pp.51–55. Available at: http://nbuv.gov.ua/UJRN/piprp_2016_4%282%29_12.

Соин С. (2022). Киберспорт как феномен - Научно популярный журнал SciencePop. (online) <https://sciencepop.ru/>. Available at: <https://sciencepop.ru/kibersport-kak-fenomen> (Accessed 31 Mar. 2022).

WSFiP conducts research and educates students in the following fields:

Finance and Accounting

- Treasure Administration
- Banking
- Corporate Finance
- Accountancy
- Accounting and Finance in Public Sector Institutions
- Corporate Accounting and Controlling
- Audit
- Management and Finance in Real Estate

Cyberspace and Social Communication

- Communication and Image Creations
- Safety in the Cyberspace

Internal Security

- Administration and Management in Security
- Security and Public Order
- Security and Development in Euro-region
- Security of Information and Information Systems
- Security in Business
- Criminology and Investigative Studies
- Criminology and Forensics
- Protection of People and Property
- Public Order Agencies

Law

- this program gives strong legal foundations to undertake further professional training for judges, prosecutors, attorneys, notaries, bailiffs.

Administration

- Fiscal Administration
- Local Government Administration

Logistics

- this program gives good preparation for work in logistics companies as well as in other economic and administrative units.

Information Technology

- Databases and Net Systems
- Computer Graphics and Multimedia Techniques
- Design of Applications for Mobile Devices
- IT Services in Public Administration Units

Postgraduate courses

- Administrative studies
- Fiscal Administration
- Law and management in health service

