

**THE MINDSET OF GEN Y / Z GAMERS AND THE POTENTIAL  
WORKPLACE BENEFITS OF GAMING**



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**THE MINDSET OF GEN Y / Z GAMERS AND THE  
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WORKPLACE BENEFITS OF GAMING**

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## **THE MINDSET OF GEN Y / Z GAMERS AND THE POTENTIAL WORKPLACE BENEFITS OF GAMING**

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### **ABSTRACT**

In the digital age as nowadays, innovation of new technologies is very affecting in living for the new generations. Especially, Gen Y/Z. The purpose of this study is an indication through their activities about play online gaming as their hobbies that is different from the past. The line management, mostly are generation X might not clearly understanding about play online gaming.

The methodology of this study to explore and in-depth interviewee's emotions base on a true story for play online gaming. In order to, can be good contribution to motivating and inspiring them as their emotion as blissful during play online gaming for a good potential and gain more competitive advantage from them.

In conclusion, for this study. I would like to figure out about the benefits of play online gaming that can be a good conducting to working of generation Y and Z and about their line managers or prior generation in the workplace should try to understand and accepting. In order to prevent the high turnover rate of the workforce in the organization, also, promoting and pull out their potential. Who drives the business today.

**KEY WORDS:** Generation Y/ Generation Z/ Online Gaming/ Potential Workplace Benefits

36 pages

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# CHAPTER I

## INTRODUCTION

### 11 Background of the Study

In Thailand, from the past, there are a lot of things that are changing very fast till the present. Everything is relevant to innovative thinking, new technology, new features to serve and give more convenience. Especially, I am interested in online gaming. Therefore, I would like to say that I am not a person who played before. I do not like to play games, either I used to play “Super Mario” since long time ago. I think it was wasted time very much in playing games. Furthermore, I love to listen songs and read more books than play a game.

Therefore, there are different activities of the Baby boomers and X-generations, the activities of whom are gardening, running, jogging, yoga, either others, etc., between Y and Z-Generations that almost all of them are interested in digital technology and innovative thinking, as significantly for now. Though I am one that was born in the Y - generation era. Hence, honestly, as I am not interested more about online gaming, so I do not know too much about online gaming too. In my opinion and my perception now when talking about online gaming, it is quite new for me, everything about this topic, detail and type or how to play games – this is very interesting and needs to exploring or finding more information as well.

In the past, before that in my perspective, I thought about play games, any games are not important or provide any benefit from play all games, such as game play station, video game, online gaming, etc. Since one year ago, I found that my subordinates played online gaming as team such as, “PUBG MOBILE”, “ROV”, “RAGNAROK”, “KNIVE OUT” and other games during break time. I observed and tried to be a part with them by becoming one of a member of the team later on. I found that it was obviously very interesting about the way that they tried to play to be a winner together, how to plan for play and effective communication between them, also how to achieve the goal in each tournament.



Also, I would like to figure out their feelings or their emotions during playing online gaming. Their feelings during playing online gaming were very different from other activities or other hobbies. Some of them watched YouTube and focus on their own, some of them talked each other. From my observation, I found that those in a team is quite close to each other and communicate more, working together, solving problems in each shift very effectively having good communication among them.

Moreover, I find that we were closely more than before, talking more about each other. It helped me a lot about working, because of my job was partially changing from nurse to be a supervisor of sterile processing department. I did not much know about special instruments in the operating room, it is very expensive and some of them are easy to break. It might be better if I have learned from my subordinates as much as I can.

After, I became one of their team and played online gaming together. I talked with them openly, solved problems, communicated better than before, because we have been a team, especially playing games together. It was easier to cooperate with them about other tasks, such as training or group projects and other activities between the departments in the company and so on.

Furthermore, I acknowledged that almost my subordinates their aging around 19 – 31 years old. They talked in the same way together, looked enjoyable and so funny together during played online gaming both of male and female. It was very different when they worked. However, I used to try to conduct them by thinking about the way they worked likewise they played online gaming somehow that may help them to develop their skills and ability to achieve the goal as we set together by inspiration with play online gaming as they love to do. Also, they should adjust pros and cons of play gaming as well too. Especially, during on duty, they should focus on working without any missing the process. In my opinion, they can apply online gaming to work with us the way as they play games, but how? And how to apply it?

In addition, I am very surprised about my niece, her age is 7 years. One-day, I saw her play online gaming via an application on my iPad, that game is I do not know how to play after I downloaded many months ago. I asked her, how do you know to play?. She said that just tried it as easily. Oh, surprising I thought this is may be relevant with she was born in the digital age, when everything is about innovative thinking and innovations. Generation Y and Z are fast in learning and understanding

all information by using new technology. She looked enjoying and happy to play games as well. Additionally, I heard news from radio, they talked about the teacher, who applied play game in teaching methodology in the afternoon class which in some country in Europe, but I totally could not remember that where it is. The report said that it was good feedback from students as significant.

Obviously, there are many countries in Asia. Especially, Thailand as I would like to focus on it and studying on my paper. Since online gaming has developed and launched parallel with internet system with new technologies from developer or programmer as well, in order to enhance rapidly more efficiency developing system as well for consumers. Also, very fast to responsively serving new generations as in nowadays with new features and very easily to come up with an enjoyable game at this time. The online games are very popular in the famous teenage that represented by actors and actresses, singers, and young celebrities as they show and share via social medias. For example, such as on facebook, Instagram and twitter as very easily to follow them.

Nowadays, increasing downloaded amount of online gaming growth rate is very high in the marketplace. As following "Racing games is the most popular genre among Thai mobile gamers who spend money on games. The average gamer is between 21 and 35 years of age and 55% of these gamers are males. Given the fact that Thailand ranks 9th on the Google Play Store in terms of app downloads, this means there is a lot of potential here for app developers to grow their app business." In my opinion, this is very interesting to figure it out and study about which is relating about development from basically game playing to be the relevance of electronic sport (eSports) by regulation approval and rapid skills and abilities play online gaming. There are a lot of features and always keep its technologies up to date and system for users. Including a lot new creativities, new graphic design and easy to use delivery very fast to players

By the way as in the following "On-line games have been a highly profitable e-commerce application in recent years. The market value of on-line games is increasing markedly and the amount of players is rapidly growing." (Chin-Lung Hsu, 2004). It is not only online gaming via mobile but also via PC. Nowadays online gaming is the most public favor now. Since online gaming is launched in lately 1990, it is still developing with new features and more effective technology, funnier, more enjoyable and more reality features, modern graphic design launched very fast to gamers via internet online

platform. Furthermore, trend for play online gaming around the world is increasing gamers as significant from paper as above that I have been already writing about.

## **1.2 Research Questions and Objectives**

The purpose of this paper is to figure out what is gamers' feeling or their emotions as drive or inspiring them to achieve goal in games and would be the winners in order to use this methodology like play game apply in their work life in firms and also become engaged as possible to remain the generation Y and Z infirm as much as can by a good condition with their line manages understood their habit and cultural. So, qualitative method is applied for my paper, observation, interview all of prospective persons, after which I started collecting all data. In order to analyze all relevant information then link to relevant analyzing for applying in term of working in generation “Y and Z” with the important information and their feelings as well.

## **1.3 Research Scope**

According to my point of view for this study, I would like to conduct in-depth thinking about the gamers' attitude, to drive their achievement, their power, their energy to play games to become the winner. Also nowadays, gamers have earned money from playing games as a game caster for steaming before and during launch the new version via social media. Furthermore, I would like to know deeper information of generation “Y and Z” as my expectation and link data to develop my perspective in term of understanding their behavior with play online gaming during break time, also may be we can play together and adopting this activity for increasing our relationship, decreasing gap generation as much as we can.

## 1.4 Expected Benefits

Mainly information that I propose to define and deeply seeking the story from a fan of online gaming, how are they feel and learn from play online gaming to apply for their work or their daily living, how is play games inspiring and motivating the new generations, especially generation Y and Z for now and in the future? Also, I think about, nowadays gamers can earn some money by using social media, such as streaming as game caster via Facebook live, Instagram, personal blog or other social media. This is easier more than the past to promote and share as well.

Moreover, I am interested about how play online gaming what is key factor that motivate and inspire new generations and how to combine or link it into their work life as well as they play games? May I apply this study or persuading my colleagues to think more advance developments in working or creating new activities. In order to convince more suitable and fit for younger generations who are the next most employees in company next 5-10 years later on. It is possible that I apply or promote this activity in the organization for the purpose that inspire and motivate employees with a good condition and gain more benefits.

In fact, actually this is very difficult to apply as games are linked with working in a company, even though in Thailand is more open and acceptable more than before from the past, understand more about the benefits be gained from gaming. However, most organizations in Thailand do not accept and allow employees play online gaming in the workplace as normally. Meanwhile, the innovative technologies are developing very fast and rapidly change.

Furthermore, I also would like to figure out some point of view about the successful and why is gaming very impact and influencing new generation more than other activities? What is online gaming strategic to approach consumers? Also the effort and empowering from many institutions such as, Information and Communication Technology (ICT), the Ministry of information and Communication Technology (MICT), the National Telecommunications Commission (NTC), The Nation Electrics and Computer Technology Center (NECT), and fostering the Game Cluster (TGC) are emerged and supported, established official Thailand e-Sports Federation since October 17, 2017.

In order to be response and support rapid rising global gaming in the global marketplace as much as possible. Obviously, Thailand has increased the amount of gamers as I described before, especially in the young generations.



## **CHAPTER II**

### **LITERATURE REVIEW**

In this section I would like to clarify two main points. Firstly, I think about the definition of generation Y and Z, the characteristic both of two 2 generations, and relevance factors that promote, support these generations to be concentrated and drive them and leading to develop gaming to contain the Olympic sport in this century as known as well of "electronic Sports" or "eSports" since the late nineties. In addition, eSport not only became a popular activities right now in this era, either the rapid growth revenues and more competition in the global digital market.

Definition of generation Y and Z

#### **2.1 Generation Y**

Generation Y are people who were born in between 1981 and 1995. "Y" comes from the word of youth. This generation is also known as Gen Y, Millennials, Net Generation Me, and Nexters. Gen Y have "traits of being special, sheltered, confident, team-oriented, conventional, pressured and achieving" (Twenge, 2006, p. 23 (as cited in (Mujtaba et al., 2010))). They grew up in the age of social media; therefore, they are easy to adapt to use new technology and accept the change easily. They focus on the present and the short future plan. Gen Y concentrates less on the traditional values and norms. Most people in this generation are educated. Gen Y enjoys working in the organization that provides work values in order to grow and learn new things. If they do not have a chance to use their capacity, they do not hesitate to leave the organization. Gen Y members are multitasked that can perform multiple tasks. Gen Y still has the same perceptions as previous generations that money and occupation are the basic needs to motivate them to work. However, they want to balance work and leisure in their life (Bencsik, Horvath-Csikos, and Juhasz, 2016). The purpose would like to

make the right understanding of their line managers to approach them in the right way as much as can.

Furthermore, the characters and behavior of Gen Y are quite different from Gen X or older generations, so the ways that they are interesting, their activities, is very significantly different from them.

## **2.2 Generation Z**

Members of Gen Z—loosely, people born from 1995 to 2010— are true digital natives: from earliest youth, they have been exposed to the internet, to social networks, and to mobile systems. That context has produced a hypercognitive generation very comfortable with collecting and cross-referencing many sources of information and with integrating virtual and offline experiences (Tracy F., Fernanda H., 2018).

During the most rapid period of the technological transformation, in which the social media plays a substantial role in every aspect of business, Generation Z is changing the marketing world and shaping its future in a way in which no generation has before. Being surrounded by the endless technical opportunities since their upbringing, the members of Generation Z grew up using the Internet, which made the social media a powerful marketing tools and an important factors that influencing them, are buying by their behavior.

Moreover, the digital era has transformed how people live, consume information and make decisions. For this reason, it is crucially important for organizations to adopt modern marketing strategies in order to deliver valuable products and services for the next generation people. Therefore, the main aim of this thesis is to provide Hurja Media with effective social media marketing solutions for engaging Generation Z, creating relevant content, using appropriate social media channels, and making social media marketing successful and attractive for the members of Generation Z (Alexandra A., 2018).

In my opinion, both generation they are a bit different. They are quite similar. They are interesting in the same things in term of technology and innovation. For the generation Y they are growing up in the early era of technologies and innovations have been developed and continue making a change all the time. They are understanding

and accepting to adapting new thing that happen all the time. Such as computer, smart phone, all apple' s devices. Especially, the smart phone is very fast to become the six important things in human needs. As this state “They are the younger counterparts to that older generation and have grown up with new technology that’s marked them. While Generation Y grew up with computers, Generation Z grew up with touch-screens” (Tim Elmore, 2014).

The table below is constructed as an overview of characteristics of Gen Y and Gen Z using the research of Bencsik & Machova (2016).In the table, it consists of teamwork, knowledge sharing, view, relationship, Aim, Self – realization, IT, values and other possible characteristics.

**Table 2.1 Different generational characteristics from a viewpoint of teamwork and knowledge sharing**

| Topics                        | Generation Y  | Generation Z   |
|-------------------------------|---|--|
| Teamwork                      | Belief in the success of common effort  | On a virtual level (only if forced)  |
| Knowledge sharing             | Only in cases of self interest or if forced   | On virtual level, easily and rapidly, no stake, publically   |
| View                          | Egotistical, short- term  | No sense of commitment, be happy with what you have and live for the present   |
| Relationship                  | Principally virtual, network  | Virtual and superficial  |
| Aim                           | Rivalry for leader position   | Live for the present   |
| Self- realizatio              | Immediate   | Questions the need for it at all   |
| IT                            | Part of its everyday life   | Intuitive  |
| Value                         | Flexibility, mobility, broad but superficial knowledge, success orientation, creativity, freedom of information takes priority  | Live for the present, rapid reaction to everything, initiator, brave, rapid information access and content search  |
| Other possible characteristic | Desire for independence, no respect for tradition, quest for new forms of knowledge, inverse socialization, arrogant, home office and part time work, interim management, undervalue soft skills and EQ | Differing viewpoints, lack of thinking, happiness, pleasure, divided attention, lack of consequential thinking, no desire to make sense of things, the boundaries of work and entertainment overlap, feel at home anywhere |

Source: Tóth-Bordásné & Bencsik (2011).

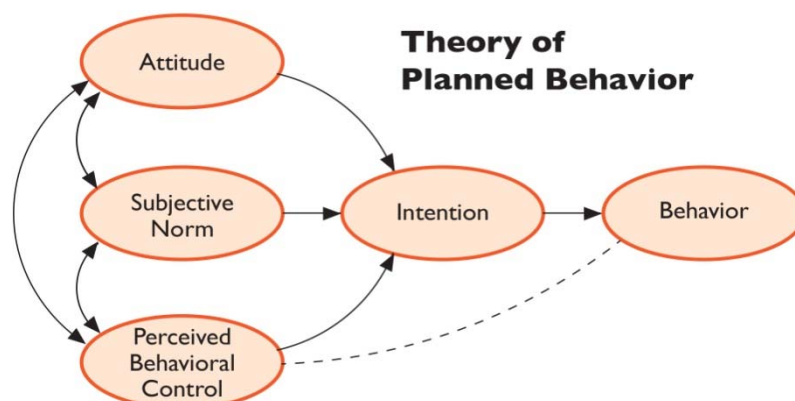


The table shows similarities, easily handled gaps and discrepancies. Management, however, has to deal with serious generational differences if the aim that knowledge sharing, as the result of the work of a collaborative organizational community, is to be realized.

In addition, these generations have more flexible and seeking new challenge and understanding about living. Because they already passed from the world war and quit living with the convenience and comfortable services that is easily to access them more than a previous era. Additional, their family, their parent have supported too many. They do not take time to earn more money as their parent since they were teenage or working as much as they can to be secure and stable in the financial statement.

After that, the generation Z is more young people in the world right now, they were born between generation X and Y, in the digital age. They are very familiar with touch screen, high confident, less tolerance, seeking a new challenging with all things that make their lives easier with wireless connecting a lot of things around the world within a minute, everything just on their hands by screening mode via their smart phone and other accessories. As I used to talk about my niece, she is so smart, very easily understanding using all new technology and new innovations when I think throwback when I same age as her in the past. At that time I didn't understand new things and learn within a short time as she is.

Moreover, a lot of studies show about their behavior change as dramatically with significant from the past. They learned very fast and interestingly with new technology that response very quickly to them. I would like to choose the theory of planned Behavior (Ajzen, 1985) as the figure 1. To explain and explore about how the generations Y and Z are their behavior, developing very fast to understanding new things and adjustable themselves as well. Especially, play online gaming and working.



**Figure 2.1 Theory of Planned Behavior**

Source: Ajzen (1985)

According to theory of Planned Behavior, in the following “The Theory of Planned Behavior (TPB) started as the Theory of Reasoned Action in 1980 to predict an individual's intention to engage in a behavior at a specific time and place. The theory was intended to explain all behaviors over which people have the ability to exert self-control.”(Ajzen, 1985).

This theory is one of the most important theories, in order to explaining about gaming behavior to be exploring links and relevant with generation Y and Z how to become a great gamers as they are expected to achieve goals and response their needs. As TPB theory is consist with five components are attitude, as I mentioned before. They are very adjusting and accept new technology and changing of innovations, trend to positive thinking with new thing easier than previously era as they were the next generations from their parent who was born in the early year of innovation and technology as well.

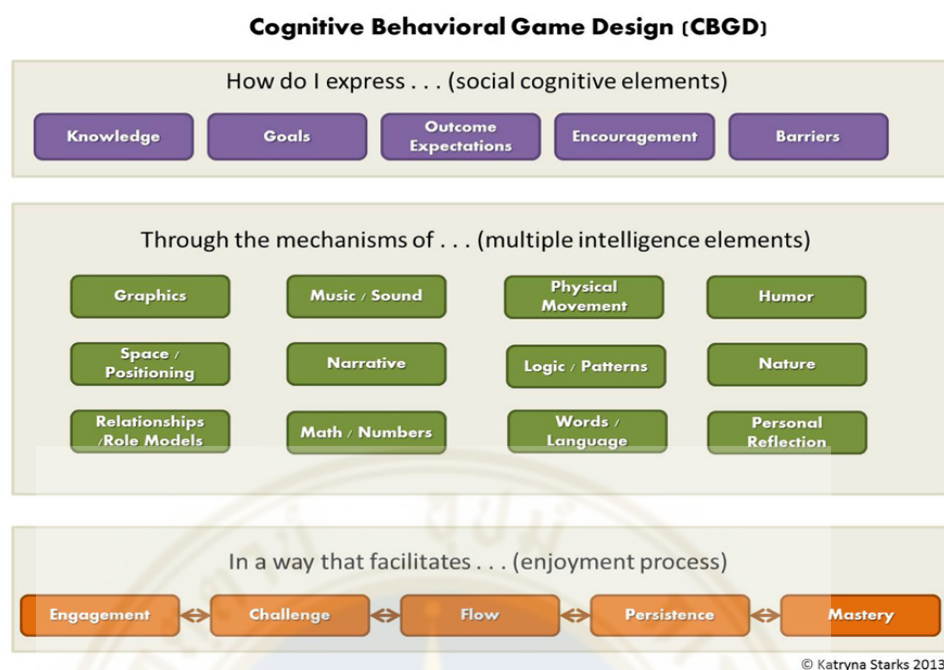
In addition, those of generation Y and Z perceived their behavioral control by accept and understand environment. They know and learn about the good norm from their parent and beyond generation as their grandfather, grandmother and others. Especially, Thai culture and tradition. They are coming up to be a good student and intentionally keep going on by themselves as much as they can prove. For their behavior, dare to perform their feelings, their needs and also dare to express to declare their thinking and comments. They like to be achieving the goal as their planning with high self-

control and never give up with their needs. Also never stop to become the winner or hit the achievement as they plan.

In the contrast, Y and Z generations are easily to be made changing more than previous generations. They approach new things and adjust or adaptable themselves by learning and doing. From this their strength, is becoming one of the biggest problems of high turnover rate in firms. In my opinion, it might be from the different of generation gaps between them and their line managements. Almost of them are the older generations. Their thinking and behavior is very different. Such as, my niece who plays online games. She has always played and taking a long time during on her weekends. So, when I back my hometown, I usually heard about my parent complaint and blamed her about play online gaming as a bad activity for children in my parent's opinion.

Moreover, my manager always complainants about her subordinates are play online gaming in the workplace. Later on, she pronounced that not allow all workers play online gaming during on shift in workplace as a company rules and regulations. In addition, the rest are subjective norms, perceived behavioral control, intention combines together as basically occurred in their habit by learning with their family or people who around them as in the early digital aging as significant from many studies.

Furthermore, another theory that quite important that could be deeper explain about how the new generation is becoming a great gamer and talk about gaming is the most popular activity in this century as I would like to describe by referring the theory of Cognitive Behavior Game Design or CBGD, the definition as the following “Cognitive behavioral game design (CBGD) is a new framework that incorporates SCT, the theory of MIs, and game design elements into a unified model that guides designers through a process to create games for learning and behavioral change.” The basis of this theory is talking about the feelings and mechanism, how is gamer express their emotions are linked to social and multiple intelligence elements to exploring the outcome of during play game actions of the gaming as detail as figure 2.



**Figure 2.2 CBGD Model**

Source: Bandura's (2004, 2006)

In my point of view, this theory is very significantly clarifying the elements of gamers' expression their feelings during play game and consistency for gaming. I am very interested in the mechanism that explain how those processing exploring and leading to actions of gamer to enjoying and happiness. There are three majors are explained how express about gamers learned and developed themselves to adding their abilities and skills by recognizing and were influent by environmental and sociable factors In order to know about how to achieve goals or objective as much as they can provide. To be achieved as they can by encouraging and empowering their spirit to be a successors. It also consists a lot of features that are very attractive for gamers to play and pay attention about online gaming as well.

Furthermore, this theory is shown about how gamers have become a big fan of online game. After, they learned and knew about online gaming that developing and increasing more innovative thinking by sharing via new features in applications on smart phone. All about accessories of online gaming are very attraction and stunning for gamers, that make them feel exciting and very passionate to play online gaming. In order, taking long time to pay attention with this activity with well-designed and so

stunning games via application on smart phone. Moreover, their feelings about play online gaming that in nowadays, gaming was designed to play with more than one person. They play as a team together. It means that they have a community. It is the place to play, talk and share together. To develop and lead a good relationship among them.

In addition, gamers' feelings, emotions and their expression are enjoyable and funny. Their memory will keep and try looking for as that feelings. Gamers feel challenge themselves and also team. Especially, from my experiment that I immersed myself to become up like a gamer with team. My feeling is very exciting and actively with relaxing sometime during play online gaming. I love the themes and detailed of on gaming. I am relaxed, very much when play games with my team. It looks like a loop of happiness. When I felt exhausted and very tired from working. I always invite members to play online gaming with me that time

Additional, all of theories are relevant information, all elements of them is leading to explore and figure out gaming that be come up with the most popular play. Also high growth revenue in the digital industry in nowadays as dramatically market share not only in Thailand or Asia, either in the global. To support this statement, as in nowadays Thailand has representative gamers to join the eSport global gaming as I mentioned in the introduction part.

Nevertheless, neither play online gaming is not advantageous gamers nor more benefit for the game developer. As the following “Game designers can create opportunities for players to gain knowledge, social support, and self-efficacy by incorporating the various intelligences into hints, puzzles, and game challenge.” (Katryna Starks, 2014). There are a lot of advantages from play online gaming, as well-designed games by game designers. They designed by using innovative thinking. It is very realistic during play via Smartphone or PC that they try to develop applications on gaming, also including about skill and ability that a gamer needs to show their potential to play it, as a model of CBGD theory expressed.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research design**

The methodology of this paper is focused on the qualitative research, I picked this type to study and collecting all deeply information from my perspectives, three gentlemen, who were born during in the generation “Y and Z” as my expectation to figure out my assumption of this study. Actually, my methodology is focusing on their story based on the insight of their feeling and cognition about gaming. To clarify and determine the pros and cons between play game and other activities on their visionary or their view, also may link with this point of view to adopt with their working and being a daily living, which is the important factor why are they play game more than other activities as well.

In addition, his study, scope of gamers view, also other relevant with a part of economic growth rate, online gaming is very rapid in the market share in following “The electronic games market is one of the most profitable in the leisure segment, having surpassed the film industry. In terms of profitability, it is ranked as eleventh in the world and first in Latin America. Despite its relevance, there is little information about the reasons that lead consumers to play.” (Lucas Lopes Ferreira de Souza, 2017), obviously to confirmed that other country, and also Thailand is rapidly high growth rate, rising of gamer in nowadays more than before after in year 2000.

Additional, as in the following “For the gaming industry, Thai game developers are receiving more contract deals from foreign game producers. The demand for gaming has skyrocketed since online games debuted in the market in 2002. Despite the domination of the animation and gaming industries by Japan, South Korea, and the US today, Thailand is creating for itself a position in the world market, aided by continuing government support, increasing university cooperation, and a growing network of business units in the Thai animation and gaming value chain.”

Therefore, Thailand is very prompt and has high potential to develop penetrating market in term of innovative thinking and digitalize technology for gaming in Asia. Also performed gaming foundation into “eSport” in the global marketplace. Nowadays, there are a lot of parts of firm, organization, or more institutions from government and the private sectors are good corporation, promoting and supporting a new generation to the International eSport, from the local to the global contest.

### **3.2 Data Collection and Methodology**

According to my point of view, I would like to know about my perspective's view and their thinking about how are they gaining benefit from play online gaming?. I need to know about their deeply story about what are they think about gaming?. Especially, play online gaming. The interviewees told their story from their perspective. Each volunteer took around 30 minutes to exploring their cognitive and thinking as details as my description and planning to seek more information for my study with their story as much as I can know about them.

### **3.3 Selected Gamers**

According to my point of view for this research, the mainly perspectives of my study are focusing on generation “Y and Z” and also, the majority of gamers are male. The most interesting is how to play online gaming is affecting for their emotion from other activities?. And how to link or persuading this activity to increasing their motivation and inspiration. I picked volunteers from my existing workplaces and others from the online gaming community that I have to immerse myself with them as to be part of them around one month, all of them are a main body of gaming more than 10 years, but different background.

In addition, all of them are familiar with both, PC and mobile online gaming, also very interesting about the innovation and feature that were developed via programmers. For our conversation all of my interviewees, we started with a warm greeting and familiar, like we just talk and share about their story about a passionate during play online gaming. I noticed my aims and goals for this study. All of them very pleasure

and enjoy about telling their story about gaming as they prefer and feel free as openly expression their feelings and also their thinking during playing online games, the advantages and disadvantages as well. However, I also would like to know about deeply insights more information about their cognitive thinking during play online gaming with their community among distinction race and nationality among them as well.

### **3.4 Interviewee's Briefing**

Interviewee A: Khun Reem (Male) Age 32 years old, Officer, Full time, Bangkok

Interview Date: February 2, 2019. Time 13:00 – 13:45 hrs.

Location: Coffee Shop, Ground floor, Central Rama 9

Duration: Around 45 minutes

Personal Information:

Khun Reem is a fan of gaming. He started playing games since he was 15 years old, he is playing more than 17 years until now. His generation is Y, he was born with many interesting activities with new technologies and internet network. It's very fast and easy to access information from wireless technology platform. He started playing game play station and developed with technology. From game play station to online gaming via smart phone so on. He has preferred to play games more than other activities. Actually, he also pays attention other activities, such as playing football, playing guitar and listen the music. He is quite less speaking, but good cooperation and telling his story about gaming as well.

Interviewee B: Khun Dee (Male) Age 26 years old, Business Owner, Pattani

Interview Date: February 3, 2019. Time 13:00 – 14:00 hrs.

Location: Via Mobile phone

Duration: Around 60 minutes

Personal Information:

Khun Dee is a game lover. He plays an online gaming as his hobby after free from his working. Either other activities, such as play football and jogging. However, he is playing games more than the rest. He started playing games since he was 15 years



older, more than 17 years until now. His voice during on interviewing look exciting and alertness , his story telling was very interesting so much.

Moreover, he told me that play online gaming in the early year around year1, it was very crazy and spending more time. His opinion more disadvantages than advantages. He spent around almost 10-15 hours per day with play online game with his friends via online gaming shop. He missed one year for graduation in high school. However, he still enchant and passionate with play online gaming with new features and more graphic design was developed by programmer as well, also inspired himself by its via create his own business. He thought that if he worked in general offices, as normally people, he couldn't play online gaming.

Interviewee C: Khun Tong (Male) Age 20 years old, Officer, Full time, Bangkok

Interview Date: February 29, 2019. Time 13:00 – 14:00 hrs.

Location: Coffee Shop at Bangkok Hospital

Duration: Around 60 minutes

Personal Information:

Khun Tong is an example of generation Z, who has played the game around since he was 12 years old until now. He has well understood about gaming's history, since before became an online gaming as nowadays. He looks to enjoy telling the story very much. He veryintensively plays online games, he played a lot of type of online gaming. He quite good explained and told me about developing the online gaming both of PC and applications via smart phone platform as well. Moreover, he was the caster who sometime steaming new versions and launched new items via social media. His followers would like to buy his ID that got the highest ranking in each tournament. He earned some money from playing online gaming after he finished working on each working day.

In conclusion, base on a true story from my interviewers. Mostly, they appreciate and very positive thinking about play online gaming. They separated timing and quite use this activity as their hobby, do not disturb their main jobs. They applied a good relationship and good practices and skills during play online gaming among teams in the workplace as well. In order to achieve the same goals and objectives, not only succeed in jobs, but also when they approach the problem. They tried to find a good solution to fix the problems together.

Furthermore, since I knew a lot of the kind of online gaming and society, it is quite interesting for me. I learned more about gamers, actually, is not only just a play games. But, they can earn money as one career that got money as I got salary each month by stunning new games as a caster via social media channels.

### 3.5 Instruments

**Table 3.1 Interview Questions:**

| <b>Topic</b>                         | <b>Question</b>   |
|--------------------------------------|---|
| Interviewees' background             | <ul style="list-style-type: none"> <li>- Could you please introduce your background?</li> <li>- How do you know about gaming?</li> <li>- How long do you play online gaming?</li> </ul>   |
| Factors affecting play online gaming | <ul style="list-style-type: none"> <li>- What's your passionate about play online gaming?</li> <li>- Why do you like to play online gaming?</li> <li>- Could you please share the idea of play online gaming?</li> <li>- Why did you choose to play games instead of other activity?</li> <li>- Could you please share pros and cons of play online gaming?</li> <li>- Do you think about gaming how does it conduct and motivating or helping to create more innovative thinking to work, or not?</li> </ul> |
| Interviewees' additional comment     | <ul style="list-style-type: none"> <li>- Is it essential to the organization if the organization allows employees to play games during break time or having gaming room to release stress from work?</li> <li>- As I informed about the goal of my study, do you have any recommendations or suggestions?</li> </ul>  |

### 3.6 Immerse myself in the cultural gaming

Regarding to my passion with my study, also I would like to prove and making understanding of myself as much as I can. After that, I decided to take myself involves by to be apart as a member of team with passionate gamers have played online game with them more than that I used to play before since one month ago. Be honest, I

found that it's very funny and relaxing, also exciting if our team were must be attended as number one, as we are the winning each round as much as we can.

Actually, for the beginning, it is very complicated and difficult for me to make understand about how to play and use all functions. Such as shooting, directions and others by using all buttons are pressed as should be. Therefore, almost I have failed since started as the beginning. After that, I tried and learned more than before by teaching from my members and watching steaming by caster via a social gaming platform. They have taught me how to use all functions and planning with them to obtain in order for the winner or go through the same direction and same objective as well.

On the other hand, I found that it's very interesting that we knew about how to be achieve our goal to be the winner together as a team. We learn with each other by good communicating, planning, explaining, forgiving, also complementary in the same time. This is very useful for play online gaming. I also applied and used these advantages in my work life as well. In order to, looking forward to our target to achieve the goal of the organization as much as I can do and develop more skills, knowledge and abilities.

Moreover, by immersing myself in the cultural gaming with gamers are, made me deeply understand and know a lot of information how to play online gaming as well within shortest time, I become a member of them. We are not only sharing our time via play online gaming, we also share our thinking and interesting topics or content together. We are different based on career, skills and knowledge, but it has become a good thing that we can help each other's through play online gaming community.

Additionally, my feelings during play online gaming is happiness and so funny, especially after finished working. To play online gaming is help release all stressful be focusing more how to become a winner in gaming as much as we can. In order to be a part of the team and also became a good member of team that good cooperate and be important members. I found that, play online gaming with the team, especially that I am a one of who can survive and become a winner in some time that I am the last person. My feeling is grateful, blissful and so proud of myself. It is totally different from other activities. Such as, exercises, Yoga, listening the music, reading the books or other hobbies. My own hobbies, almost that I can play and focus with only myself.

But play online gaming I join with them, I have a community and play games as the same type with the same goal that we would achieve together as well.

Furthermore, it is not just playing online gaming and releasing stressful after working. Concerning this activity, it looks like we become friends, sharing information, news, and good contents. Especially, when someone needs to know about the information that we need making decisions, such as buy something. One of our team knows as well in that detail. Meanwhile, they always consult me about healthcare content, their abnormally symptoms or with their family, friends and who else that would like to know about basically sickness, what is something wrong in their body as I can answer and explain to them with mine knowledge and abilities.

In addition, play online gaming by immersing myself in the cultural gaming is very fun and enjoy myself as I did not do it before. This activity is very differ from other activities, such as Yoga or fitness as well. Because of these activities almost of people is familiar with me, we are almost same gender, resemble age or attitude, and we think quite is similar together. In contrast, play online gaming is harder to play for me, I did not know about how to play it before. After I tried to learn and immersed myself in the online gaming community as I did and I could do it as I expected. My feeling is very fantastic and still incredible in sometimes.

Finally, I am appreciated that I tried and immersed myself to join play online gaming with my interviewees. I explored my different thing as I usually do in daily. I enjoy and fun too much about this activities. I will keep going on and continuing to play online gaming. If I can do as I expect. I would like to join the next eSport contest for observing and might figure out some hypothesis as I planning and would like to find more information.

## **CHAPTER IV**

### **FINDINGS ANALYSIS**

According to my study, after I have collected all data from my perspectives with my tools as description previous chapter. I gathered and determined all informs all of my interviewees I use the story to figure the findings as below:

#### **4.1 Interviewee's Story**

Interviewee A:

Khun Reem is an example of generation Y. He is quite extremely with play online gaming, even though he is quite less talking and quite introvert person. He informed me that play online gaming helped him dare to speak and has more activities with his friends. So, play online gaming is one of his favorite hobbies since the previous many years before and still now. He is continuing to play for more than seventeen years since he started until now. He sometimes uses the skill from play online games involve with his work as much as he can.

Moreover, he is the introvert personality type, so he got some problem with his colleagues. Especially, when hit the problem, he almost the listening, less argue with them. Therefore, he felt stressed out with some problems or with someone. He said that he notice that online gaming is helping him to dare to openly talk with others. From play game together, they are become up with a team both of playing and working. He learned a lot of things from gaming. Such as decision skills, teamwork, leadership and become a talkative person more than before.

In addition, during play game not only to help release stressful, but also help him concentrate and focus to achieve the goal with the team as well. However, he said that sometimes he was taking a long time with play game, this is might be leading get some unhealthy in the future.

Interviewee B:

Khun Dee is an example of generation Y. He is a business owner, so about play online gaming is one of the best ways to make social and connect with people who are dealing with him. He is obviously and precisely positive thinking about gaming. He is a gamer, playing many years, also do other activities together. In addition, he always uses skills from playing games to do likely or familiar with meditation to concentrating his mind to focus and think about his business going on and how to make more profitable and more sustainable business.

Moreover, he is always releasing his stressful or bad situation during a day. He uses play game to make him calm down and set his mindset looking forward. He loves play games. Also, he informed about that his motivation to use for increasing his revenue it is from play online gaming. He always tries to decorate his shop with an online gaming's theme. He runs his business as like he would like to be winner in online gaming as well.

On the other hand, he said that sometime, play online gaming was approaching a very bad situation. Such as, if played in the long time, from many years ago. He got bad symptoms from play online games, his symptoms were headache and blurred vision both eyes. So he stops and try to rest and keep observation until he getting better and get well soon.

Interviewee C:

Khun Tong is only one an example of generation Z. He looks very assertiveness during we are talking about gaming, our conversation very activeness and exciting through around one hour. His attitude about gaming is fulfill and lively, very much, he looks very happy to share about his story. He is playing online games as a hobby, also combining it with other activities. He is a gaming lover, since he started playing, still keep on going play online gaming. He informed me that. He can earn some money from steaming games via social media such as Facebook live and other channel, call game caster.

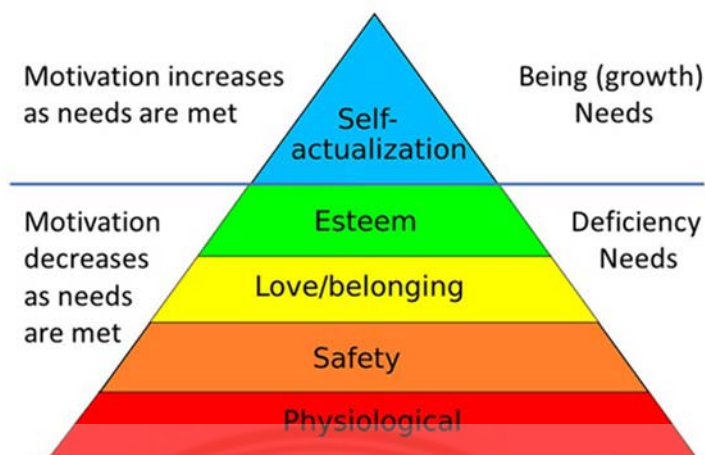
In addition, he shares me about his inspiring and motivating from gaming. As before he became a GURU of gaming, he felt upset and sad about something from the past. Games help him feel better and inspire himself to be a good gamer. Also same as on working as play games. He plays a lot kind of online gaming. He built the

higher id's score in the tournament, such as on PUBG. So, he can sell his id as a caster did steaming online via social medias.

Finally, from my analyzing base on true story of my interviewees' perception of gaming. I think about the theory that make them consistent and persuading them to play online games or enjoy and fun. The factor that relevant and obviously with their passionate, leading to a gamers are the theory of Maslow's Hierarchy of Needs, Social Learning theory and for about these factors link to increasing global game market as significant. Almost of them, gain more the benefits from play online gaming. They are using this activity to entertain, release the stressful from their work and build a good relationship between them, even though they are living in different areas and differ career as well.

My feeling during interviews and fact finding in-depth their feelings about play online gaming. I saw a good and impress how to use this activity with a good result more than bad. They quite good understanding how to gain more benefit from play games, is not just a waste time for playing. Moreover, I realized about benefits from play online games more than before as I understand. I deeply well understand, it is very helpful, I learned more about how to become a good member of the team, help each other as much as I can. Also, work as a team, same directions, same goal, good participate and good communication together. A good planning becomes a good result within a short time. After that, when we are becoming a winner. I feel proud and compliment myself and the team as a good team and good working together. I also apply this proceed like play games with my work, when I approach to a difficult task. I motivate myself, attempt more, try more, learn more in order to be a good result and develop more.

Firstly, in my opinion and analyzing form all data was collected. I think about Maslow's Hierarchy of needs. As detail of figure 3, as below:



**Figure 4.1** Maslow's Hierarchy of Needs

Source: Saul Mcleod (2018)

According to Maslow's theory, as in the following “Self-efficacy has been shown to have a measurable effect on behavioral outcomes that is stronger than other individual social cognitive elements (Bandura, 2004, 2006), however, it is also comprised of and affected by several other elements. Self-efficacy is the belief about one’s ability to accomplish goals, and it has a symbiotic relationship with goals, social support, models, mastery, and barriers. For instance, levels of self-efficacy often define the goals that people make for themselves.” (Katryna Starks, 2014).

In my opinion, from my collected data during the three interviews. I found that play online gaming it is almost in response their self-esteem, to evaluate their self-efficacy for achieving the goal as to be the winner of gaming. During play online gaming, their feelings would like to achieve goals as expected as planned before play game. They learned and try to understand people that helped each other to be winner of gaming. Also for that time their needs were just relaxed and enjoyed themselves as much as they can. They focused on the act with their persistence.

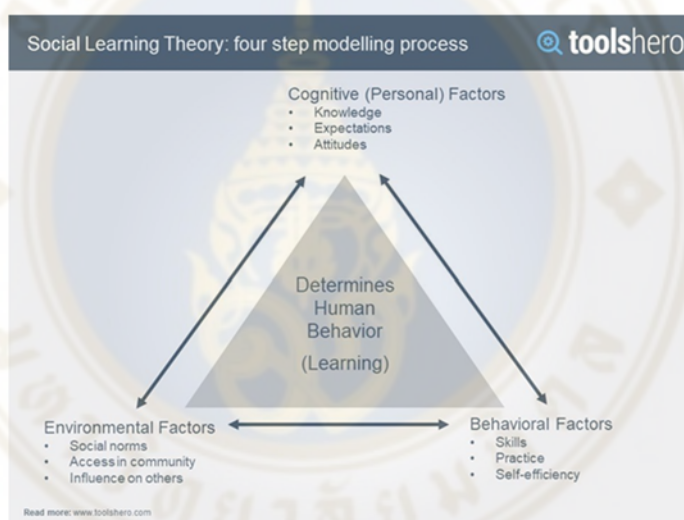
Furthermore, I would like to determine about play online gaming is about to respond Maslow's theory. All of five elements, I saw in each person during play games as a team with them. They played as they would like to respond to their functional physiology. Also, their social needs of gaming society as well. This is basically of human needs. Interviewees, who play on line gaming. Their feelings are mixed of



emotions, enjoy, fun, exciting, and peaceful in sometime during play online gaming with their friends together. Especially, when we are becoming a winner, we are a good member each other and became belonging together. We can talk openly, feel more safety and realized that we never play alone, we have friends.

As in the following “People like the opportunity to learn from experience and to make repetitive attempts until success is achieved” (Elgood, 1993). There are opportunities for gamers who would like to join and play together in a team. They learned and participated each other among a team to achieve same goal, become up with the realization of their valuable and their potential.

Additional, another result that I would like to synthesizing is about Social Learning Theory. As shown in figure 4:



**Figure 4.2 Social Learning Theory**

Source: Albert Bandura (1971)

According to Social Learning Theory. I would like to determined that play online gaming is the way that gamer learned from their friends and gaming society as well together “Video games have a unique ability to engage, challenge, and motivate, which has led teachers, psychology specialists, political activists and health educators to find ways of using them to help people learn, grow and change. Serious games, as they are called, are defined as games that have a primary purpose other than entertainment.” (Katryna, 2014). I obviously see all my interviewees have been always feeling free to

listen and learn from members that we have been suggested and guided the directions together to be a good performed as we expected from play online gaming together. This activity is performed very clearly among gamers.

In addition, there is a team and try to achieve the same goals. If they are approaching the problem during play and would like to survive to be keeping up to the winner. They always help each other's solving the problems by using this activity to link their thinking and their mindset as like flagship in the same direction as in the following “Since video games are virtual experiences centered on problem solving, they recruit learning and mastery as a form of pleasure. The conditions experiences need to meet to enhance deep learning therefore translate into design principles for good games.” (Jame Paul Gee, 2008)

Furthermore, from this theory, play online gaming is from all parts of Social learning theory. Firstly, I started to try to learn and practiced myself, observation and asking more information from the team. How to play and attend, try to immerse myself as a member in the team. Then follow the team, learn their skills, ask some knowledges and their experiments as much as I can. Moreover, I found that my team has a good attitude to use the potential of gaming from the way that I immersed myself play online gaming with them. A good conversation among team, suggestion from team and a good result from gaming.

Moreover, one thing that is very important about online gaming in the nowadays amount of gamers is increasing for the past as significant information as figure 5 as below:

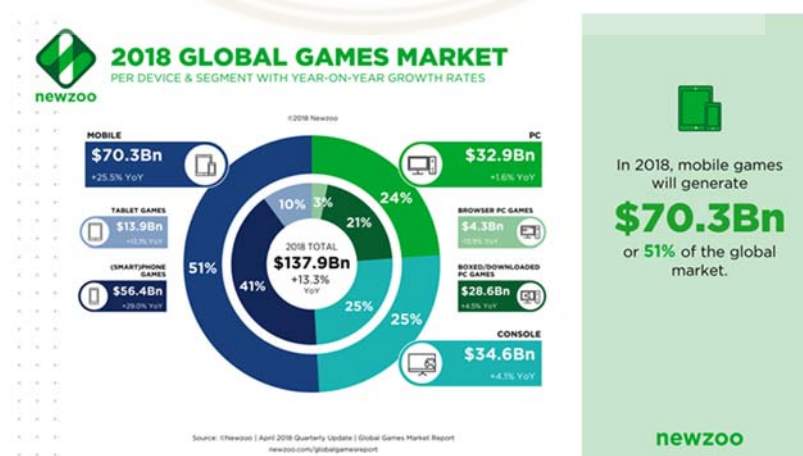


Figure 4.3 2018 Global Game Marke

“The global gaming market size was valued USD 97.80 billion in 2016 and is expected to witness remarkable growth over the next eight years. Technological proliferation and innovation in both hardware and software are expected to be key factors driving the market. Growing penetration of Internet services across the globe, coupled with easy availability and access of games on the Internet, are also expected to keep growth prospects upbeat over the coming years.”

As the detailed that explained about 2018 global game market. In the year 2018 mobile games for smart phone devices generated about 51 percent of the global market. This is a very big amount of growth rate of the gaming. Such as in the following “Innovations in information technology attract more than their fair share of hype. When the information age dawned in the 1970s, it was greeted as the biggest thing since the industrial revolution.” (The Economist, 1998).

Furthermore, even though the global economic might be unstable. In my opinion, the market for innovative thinking will be stable as their customers are the younger generations and adopter types together as well. As one of my interviewee that he is a caster who streaming new version via social media. Such as Facebook, Twitter and Youtube that he earned some money from play online gaming.

From my point of view, from my study I found all information that I collecting and analyzing from using my methodology. My insight is about I more understanding of play online gaming more than before. My understanding about this activity already changed in my mind from the past as significant. Also I learned and understood better the benefits that I gained from playing online. To understand more about gamers. It is not waste time as I felt before. I openly my mind, it is look like that I already open my glasses. I would like to figure out more about this issue as much as I can. I am a gamer now.

Finally, my hypothesis about play online gaming in generations Y and Z within a good condition, very gain more benefits and help with inspiring and motivating them too much. If others generations might not understand about play online gaming when benchmark between other activities. Especially, who do not like to play games or think that it's not good with this activity. However, if it's possible. I just would like to show about the advantages of play online gaming as my study to older generation understanding or openly accept this activity more than before they knew about play online gaming.

## **CHAPTER V**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Conclusion**

According to my study, as from the beginning as plan for doing the research. I would like to figure out about more the importance of gaming might be affected and help to increase more relevance working with appreciating work and how is it helping generation Y and Z about help them feel like keeping in balance of life. Also there is a benefit that gamers get from play online games. Also, how is helping them to be smart and bright person. I declare that their skills and their abilities from play online games help them to solve the problem. In order to develop their potential as they are can be come up the successful of their activity as well.

Moreover, play online gaming that gamers gained a lot of benefit. As in the following “Video games are good for learning” (Gee 2003, 2005; Shafter et al., 2004). As an example from one of my interviewees. He applied from play online game to earn more money. To relax very much after finished working in weekday. Moreover another in following “Video games don't just carry the potential to replicate a sophisticated scientific way of thinking. They actually externalize the way in which the human mind works and thinkings in a better fashion than any technology we have” (Jame Paul Gee, 2007) is very clearly information about the benefit for play games.

Additional, the latest news from Apple's company pronounced new features via iOS platform on date Mar 26, 2019 at 00:00 hrs., one of the new feature is about gaming channel, called “Apple Arcade”. This will be launched on fall 2019, it's coming soon. It show about confirmation about the growth rate of gaming trend to be increasing as well in the global market from Apple company, is the biggest firm of innovations and new technology in the world.

## 5.2 Limitation of the Research Scoping Study

After I collected data and analyze as the previous chapter. I found some dilemmas that might be difficult to analyze and determine the point of view of this study. Such as, the prior time that I immersed my become up as a gamer with my interviewees. Someday, I am very busy in a working day. I could not join with them as much as I should try to learn to play online gaming as I would like to collect my data as planning.

Moreover, actually online gaming has a lot of games. Within about 2 months, I learned and played just two games are KNIVE OUT and PUBG with my team. I almost can play online gaming around 10:00 – 12:00 hr., but my team plays anytime as their hobby. I think if I can play in several time with them I will get more informations about their feelings, thinking and other factors during they play online gaming that time, is different from normally as we play together

Actually, I would like to study about how play online gaming help generation Y and Z improving their working by inspiring from adopting games in their workplace as much as can, or how they think about this concept may be advantageous or not, if it's possible involving in the workplace. In order to develop and motivate new generations engage their work in the firm as long as it possible. To solve the problem of the highly resigning turnover rate of employees in nowadays. As the following “Games and experiments are similarly based on assumptions about the uniformity of that which is observed, and games lend themselves well to experimental work.”(A.McCain, 2004). In fact, it is very difficult to determine the information. Also, it takes time to collect the data and many factors of the study. Additional, I cannot find a good content and talk about details for play online gaming. It is not much on textbooks magazines.

In addition, adopting online gaming in workforce and workplace it is quite not acceptable in Thailand cultural and traditional. From rules and regulation in several firms still disallow play online gaming. Even though, Thailand is more open and accepts E-sports more than before. However, general gaming broadly uses in organizational development activities infirm. But not much information that show evidence base for online gaming relevance activity infirm.

Additional, If I were extension my research, I would like to learn in-depth more about what is interviewees need to adopt their play online gaming help them increasing more motivation involve their working and engagement in the workplace. Also, link this study to inform line management try to understand about the advantages of play online gaming for generation Y and Z in the workplace that might be help them increasing their efficiently productivities as much as a study of take a snap during breaking time in Japan that help increasing more productivities of work as the result from study. Moreover, the importance of my point of view is the older generation, such as generation X and Baby boom should try to understand and accept the younger generations.

### **5.3 Recommendations**

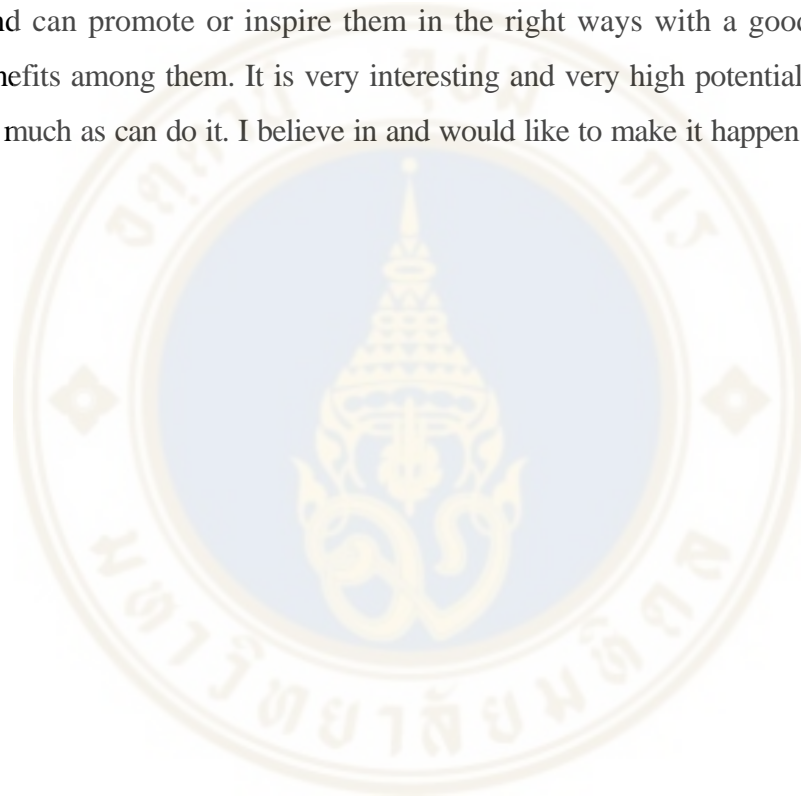
From my study, actually I would like mention the benefits from my study that might be useful for line management to make the well-understanding of the generation Y and Z behavior and activities, also including their thinking and their needs as I got information from them. It is not only about topic play online gaming from my study. As the study I see and understand a lot of things of these generations. If it possible, also try to apply to using with them in my life when I will contact or have some activities with them as from the Maslow's theory of human needs.

However, I will keep continuously playing online gaming as I can and if it is possible I will apply this study with my colleagues at my workplace. If it possible to do a from my suggestion as well as in the following “There are two keys to creating a successful intergeneration workforce: aggressive communication and difference deployment.” (Zemke Ron, 2000). I will try to apply, using and understanding the benefits of play online gaming together with my colleagues. I understood more their behavior or habits about generation Y and Z more than before I knew. In order to create a good atmosphere in the workplace as much as it possible in term of understanding and approach young generations as smoothly for retaining them and prevent high turnover rate in the organization.

Additional, my point of view from my mind that I am becoming up a gamer now, as I never think to play or get any benefits of play online gaming or any advantages from games before. I learned and knew a lot of this activity from my direct experiences. I

think if can synchronize or link it even through I never do or interesting before. I should learn as openly, keep going and understanding each other's activity in my work place like play online gaming with my generation Y and Z workforce.

Finally, I hope this study is useful for both of subordinates, and their line managers. To more understanding each other more than before and can use these benefits to develop and motivate employees in the workplace as much as can apply. In order to gain more advantages of generations Y and Z as the majority of the labour force in nowadays. They are very young and creative. If their line managers are more understanding them and can promote or inspire them in the right ways with a good conditions and gain benefits among them. It is very interesting and very high potential by empowering them as much as can do it. I believe in and would like to make it happen in my workplace too.



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