



Honors Research Assistant Program

Title: Convergence and Entrepreneurship in the Video-Game Industry

Description of the Research: A new buzzword—*interactive entertainment* has emerged in the past few years and is set to revolutionize both the internet as well as the computer technology. Once a niche market and a curiosity, the video game industry now known as the interactive entertainment industry generated revenues around USD \$ 9.5 billion in 2007 alone. The games industry is poised for even greater impact as it drives advances in computer hardware and promotes convergence between industries ranging from retail to Hollywood. In fact, convergence with the movie industry is evident from recent blockbusters like Lara Croft: Tomb Raider or Mortal Kombat and the increased use of cinematic storylines in games such as Rockstar's Grand Theft Auto or Konami's Metal Gear solid.

This research will entail identifying and documenting examples of convergence, changes in strategic capability and developing a dataset of new game introductions by firms in one of the most exciting and dynamic industries today. This research will form the basis for understanding convergence and its impact on entrepreneurship and firm strategy. Besides understanding the mechanisms of doing business research, students will get to work on a phenomenon that is currently transforming industries and attracting major players like Sony and Microsoft from the entertainment and computer industries.

Responsibilities of the Student:

1. Documenting instances of convergence using keyword search on the web.
2. Assistance in developing and maintaining a detailed dataset of new firms, games introduced and their corresponding genres.
3. Verifying data accuracy and help in adding other variables to the dataset.

Approximate Number of Hours/Schedule:

The student may choose the hours that are most convenient for him/her. The work-plan is for one research assistant working during fall semester for a total of 100 hours.

Qualifications:

1. Knowledge or experience with using keyword search.
2. Familiarity with database programs, such as Microsoft Excel, since the database will be in Microsoft Excel.
3. Interest in gaming industry/entrepreneurship.
4. Strong organizational and planning skills.
5. Excellent writing skill