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Research Paper

Analyzing Iranian Mobile Gaming Industry Status to Compete in the Global Market

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Abstract

Every country prefers to be a producer and exporter in any industry rather than being a pure importer. Actually, cultural industries are not preferred in this regard, but we are talking about social and economical necessity. The mobile gaming industry as one of the cultural and entertainment industries has grown economically as well as popularity all over the world in the last ten years. It is economically and socially necessary for Iranian mobile gaming companies to enter the global market as well. For this aim at first, we need to identify and analyze its current state. In order to achieve this goal, 14 experts including policy makers, researchers, mobile gaming activists, managers and media managers were being interviewed using qualitative content analysis research method. After three coding steps, 21 categories in the field of industry analysis about status of Iran's gaming industry were extracted from 450 raw codes and analyzed based on SWOT technique. As a conclusion, four fields of strengths (such as high capacity of internal market, low costs of production and learning, ...), weaknesses (including human resource management, science management, investment, ...), opportunities (such as being more powerful than the other local competitors, strong cultural relationships with other local countries, ...) and threats (including hard competition in the global market, sanctions set against Iran economy, ...) identified and analyzed by SWOT matrix. The government should play a policy role in the game industry and lead it to international markets in collaboration with the private sector in order to get rid of the mono-product economy.

Conflict of interest:

According to the authors of the article, did not have any conflict of interest.

Keywords:

SWOT, Digital gaming industry, Mobile games, Global markets.