Exploring IT-Business Alignment in the eSport Industry in Malaysia

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Abstract. The eSports sector in Malaysia has grown significantly in recent years, drawing huge investments and a soaring fan base. Organizations in the sector must match their information technology (IT) skills with their business goals in order to maintain this growth and succeed over the long run. Strategic alignment is essential for boosting sustainability and competitiveness in the IT business environment. Businesses that integrate their IT strategies with their business strategies can use technology to improve customer experiences, streamline operations, and gain a competitive advantage. Therefore, by using the Structural Alignment Model (SAM) and Strength-Weakness-Opportunity-Threat (SWOT) analysis, this study attempts to investigate the IT-business alignment in Malaysia's eSports industry. The results show that, although there is a high degree of alignment between IT and business strategy in the eSport industry, there are still some areas that need to be improved. The industry's internal strengths and weaknesses, as well as external opportunities and threats, were highlighted through the SWOT analysis. However, for a more thorough investigation of particular alignment difficulties and remedies, it is recommended that future research use the mixed-method approach or case studies for a better analysis. Thus, maintaining alignment in this fast-evolving sector will require constant evaluation and adjustment of IT policies. Finally, because the eSports sector is dynamic and the research was done in a certain time frame, the alignment problems and suggestions might change over time. Therefore, maintaining alignment in this fast-evolving sector will require constant evaluation and adjustment of IT policies.

Keywords: eSports, Functional Integration Structural Alignment Model (SAM), Strength-Weakness-Opportunity-Threat (SWOT), Strategic Fit.

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1 Introduction

The term eSports, short for "electronic Sports", refers to a different kind of sport that is aided by technology and mediated by computer interfaces. It is equivalent to other phrases like cyber athletics or professional games -pro-gamers- which simply refers to competitive professional video games. One of the main benefits of eSports is that people may participate in them anywhere, anytime, and with anyone because they are not constrained by time or location on the Internet [1].

Although the first eSports competition took place in 1972, the movement did not really take off until the late 2000s. eSports currently attracts 454 million viewers annually worldwide, with that number predicted to rise to about 646 million by 2023. Peak viewing for eSports occurred during the national Covid-19 lockdowns in 2019 and 2020. With a projected $1556 million in revenue for 2023, overall revenues have increased from $130 million in 2012 to $865 million in 2018 [2]. Moreover, in developing areas like Southeast Asia, the Middle East, and Latin America, esports participation and awareness are likely to increase considerably. One of the primary causes of this is the fact that the IT infrastructure has significantly improved, urbanization has advanced, and the mobile market has expanded quickly [3].

Scholars from many different fields of study were interested in eSports because of these characteristics and its innovative nature in the fields of business [4], marketing [5], consumer behaviour [6], psychology [7], [8], [9] and economics [10], [11]. A study by [12] offered a brief history of eSports and made the case that the strategic abilities gained by eSports players might be applicable to management theory. This was one of the earliest instances of eSports in academic literature. The question of whether eSports should be treated the same as regular sports is an additional intriguing area of discussion. Although eSports have several distinctive qualities that set them apart from sports in the traditional sense, some researchers have identified evidence that eSports might be regarded a "sport" [13], [14].

An organization fails to perceive the value of the IT investment because IT and business strategy are not in alignment. Organizations that integrate IT into their business plans, on the other hand, experience good overall company success. The lack of alignment also results in greater consumption and a loss of opportunity to improve competitive advantage, which worsens the negative impact on IT investment. Numerous researchers have examined how to acquire and realize this alignment since they understand how important it is for IT to be in line with these business plans [15]. Thus, this paper will examine how an eSport company can achieve IT and business alignment.

2 Literature Review

2.1 Strategic Alignment Model

A well-known paradigm that helps organizations achieve alignment between their business strategy and information technology (IT) capabilities is the Strategic Alignment Model (SAM). Maintaining strategic alignment becomes essential for success as sectors like the eSports and IT industries continue to develop quickly. In order to gain a competitive edge, the Strategic Alignment Model places a strong emphasis on the alignment of an organization's business strategy, IT strategy, and IT infrastructure [15].

[16] asserted that for best performance, SAM focuses on the alignment of business goals with IT strategy and architecture. Organizations can boost efficiency and effectiveness by strategically ensuring that their IT investments are in line with their corporate objectives. SAM offers a comprehensive framework that enables organizations to match their business plans with their IT capabilities, allowing them to react more quickly to shifting market conditions. Figure 1 shows the Strategic Alignment Model from [16].

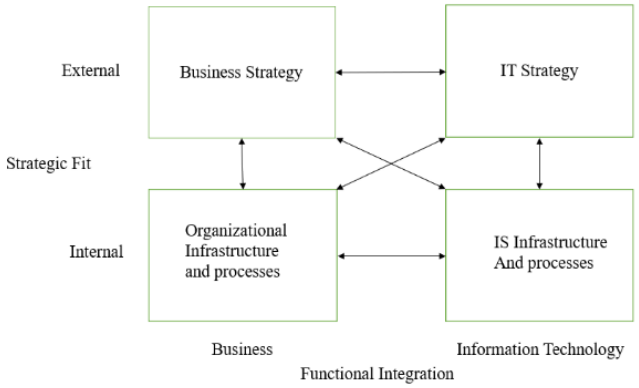

Fig. 1. Strategic alignment model from [16].

Strategic alignment is essential for boosting sustainability and competitiveness in the IT business environment. Businesses that integrate their IT strategies with their business strategies can use technology to improve customer experiences, streamline operations, and gain a competitive advantage. According to research by [17], businesses that have good business and IT strategy alignments are more likely to achieve better financial success. IT companies may foster innovation and adaptation in a sector that is rapidly changing by implementing SAM principles in their resource allocation, IT governance, and technology investments.

In order to take advantage of new prospects, the eSports business has experienced tremendous expansion in recent years. In order to draw followers, sponsors, and investors, effective eSports organizations link their IT infrastructure, digital platforms, and game strategies with their business goals, as emphasized by [18]. SAM offers eSports organizations a framework for coordinating their technological investments with their expansion plans, allowing them to improve player experiences, engage audiences through immersive content, and develop long-term revenue sources. For eSports organizations to negotiate the intricacies of the sector and take advantage of new trends and market dynamics, strategic alignment is essential.

Both IT companies and the eSports sector can benefit from applying the Strategic Alignment Model. First, SAM improves decision-making processes by coordinating IT investments with corporate goals, guaranteeing efficient resource use, and ensuring strategic objectives are achieved. Second, it encourages interaction and dialogue be-

tween the business and IT divisions, allowing a common understanding of organizational goals. Additionally, SAM gives businesses the ability to find and correct potential inconsistencies between their business and IT goals, reducing risks and enhancing overall performance. Last but not least, SAM promotes agility and adaptability by creating a framework that enables businesses to react quickly to market and technology developments.

The Strategic Alignment Model offers organizations in the IT and eSports sectors a useful framework for achieving alignment between their business strategy and IT capabilities. Organizations may improve their competitiveness, foster innovation, and guarantee long-term success by coordinating their IT investments, infrastructure, and governance with business organizations link their IT infrastructure, digital platforms, and game strategies with their business goals, as emphasized by [18]. SAM offers eSports organizations a framework for coordinating their technological investments with their expansion plans, allowing them to improve player experiences, engage audiences through immersive content, and develop long-term revenue sources. For eSports organizations to negotiate the intricacies of the sector and take advantage of new trends and market dynamics, strategic alignment is essential.

2.2 SWOT Analysis

SWOT analysis, which is frequently used in strategic management, offers a thorough evaluation of the advantages, disadvantages, opportunities, and threats faced by an organization. Knowing the internal and external elements that affect success is essential in the dynamic environments of the IT industry and the eSports sector. Organizations can evaluate their internal strengths and weaknesses, as well as external possibilities and threats, using the organized framework known as the SWOT analysis [15].

SWOT analysis, in accordance with [19], offers a snapshot of an organization's current position in the market and aids in the discovery of areas where it has a competitive edge as well as those that need improvement. The analysis entails investigating elements including corporate resources, market trends, rivalry analysis, and client wants. Organizations can acquire useful information from a SWOT analysis to assist them make strategic decisions and determine their future course.

A SWOT analysis may provide a thorough insight into an organization's internal resources and potential external threats to its success in the IT business landscape. IT companies can use SWOT analysis to determine their strengths in terms of technological know-how, innovation, or market reach, as mentioned by [20]. Additionally, they can evaluate vulnerabilities, such as a lack of necessary skills or antiquated systems, and spot opportunities, such as new market segments or technological advancements. Identifying possible hazards like cybersecurity concerns or shifting regulatory environments also helps IT organizations stay cautious. IT companies may create strategies that harness strengths, minimize weaknesses, seize opportunities, and neutralize risks by doing a thorough SWOT analysis.

3 Methodology

The Strategic Alignment Model (SAM) was used in this study to analyse the current situation of a video game company. The focus of this investigation was an eSport studio in Kuala Lumpur, Malaysia. The methodology for this study was qualitative. Because this research requires a thorough grasp of the problems being explored, a qualitative technique was chosen [21]. Five respondents from the eSport company went through 2 to 3 times in-depth interviews for each source between July 2022 and November 2022, with each interview lasting an average of three hours. Information was also gathered from the eSport company's website and news articles. The CEO and COO of the eSport company were the responses. When the data were saturated or no new information was discovered, data gathering ended [15].

After recording each interview, a transcript was created. The legitimacy of the interview depends on the interviewee's readiness to freely express their viewpoints and the interviewer's capacity to do so [22]. The Strategic Alignment Model from [16] serves as the theoretical foundation for information extraction from sources. Identification of keywords present in each of the variables in the aforementioned theory was placed prior to the interview. The interviewing process was guided by these keywords. Without a set of questions, interviews were performed by talking about each keyword in each variable. The inquiries were unrestricted. Following the previously determined keywords, the respondents were free to say anything. The transcript interview findings were coded before being analysed for patterns.

This study's data analysis was done in stages, including the mapping of data to the SAM model, the SWOT analysis, and the formulation of strategy recommendations. The gathered interview data were then mapped in accordance with how well they fit with the SAM Model's variables. Each domain underwent a SWOT analysis after being mapped into each SAM variable. The results of this SWOT analysis would include recommendations for game firms to reach a greater level of strategic alignment, with solutions compiled for each field's weaknesses and threats. The advice was then confirmed by having conversations with the game developer to get corrections from the outcomes.

4 Results and Discussion

The researchers assembled and analysed interview data before presenting it in a SWOT Analysis table. Based on each point in the SWOT analysis, recommendations for Strength - Opportunity (SO), Weakness - Opportunity (WO), Strength - Threat (ST), and Weakness - Threat (WT) were created. These recommendations have been confirmed by the eSport developer.

4.1 SWOT Evaluation and Advice for the eSport Company Strategy Domain

SWOT analysis and recommended strategies for the eSport business strategy domain are shown in Table 1.

Table 1. SWOT evaluation and advice for the eSport company strategy domain.

	Strength	Weakness
	• Large and growing eSports community: Malaysia has a large and growing esports community. According to Newzoo, there were an estimated 18.3 million eSports enthusiasts in Malaysia in 2022. This number is expected to grow to 21.7 million by 2025. • Government support: The Malaysian government has been supportive of the eSports industry. In 2019, the government launched the Malaysia Digital Economy Blueprint, which includes a number of initiatives to promote eSports. • Strong infrastructure: Malaysia has a strong infrastructure for eSports. The country has a number of dedicated esports arenas, and the internet connectivity is fast and reliable.	• Lack of awareness: There is still a lack of awareness about eSports in Malaysia. Many people do not know what esports is, or they do not understand the potential of the industry. This lack of awareness can make it difficult to attract new fans and sponsors. • Lack of funding: There is lack of funding available for eSports businesses in Malaysia. This is because the industry is still relatively new, and investors are not yet convinced of its potential. This lack of funding can make it difficult for eSports businesses to grow and expand.
Opportunities	S-O Recommendation	W-O Recommendation
• Pro-eSports policies: The Malaysian government has been supportive of the eSports industry and has implemented policies that are favourable to esports businesses. • Strong local brands: Malaysia has a number of strong local eSports brands, such as Team Secret and Geek Fam. These brands have a loyal following of fans, and they can be used to generate revenue through sponsorships and merchandise sales. • Strategic location: Malaysia is located in a strategic location in Southeast Asia. This makes it a good base for businesses that want to target	• Capitalize on the large and growing eSports community: Malaysia has a large and growing eSports community, which provides a large potential market for esports businesses. Businesses can capitalize on this by creating products and services that appeal to this community. • Work with the government to promote eSports: The Malaysian government has been supportive of the esports industry and has implemented policies that are favorable to esports businesses. Businesses can work with the government to further promote esports in Malaysia.	• Address the lack of awareness about eSports: There is still a lack of awareness about eSports in Malaysia, which can limit the growth of the industry. Businesses can address this by raising awareness about eSports through marketing and public relations campaigns. • Attract more funding for eSports businesses: There is a lack of funding available for eSports businesses in Malaysia, which can make it difficult for businesses to grow and expand. Businesses can attract more funding by building relationships with investors and by demonstrating the potential

the growing eSports market in the region.	• Utilize the strong infrastructure for esports: Malaysia has a strong infrastructure for eSports, including dedicated eSports arenas and fast and reliable internet connectivity.	of the eSports industry. For example, businesses could create business plans that outline their growth strategies and their potential for profitability.
Threats	S-T Recommendation	W-T Recommendation
• Competition from other countries: Malaysia faces competition from other countries in Southeast Asia, such as Singapore and Thailand. These countries have a larger esports audience and more established esports infrastructure. • Lack of support from traditional media: Traditional media in Malaysia has been slow to adopt esports. This means that esports businesses have not been able to reach a wide audience through traditional channels. • Lack of education and training: There is a lack of education and training available for esports athletes and professionals in Malaysia.	• Protect the intellectual property of eSports businesses: eSports businesses can protect their intellectual property by registering their trademarks and copyrights. This will help to prevent other businesses from copying their products or services. Businesses can also use nondisclosure agreements to protect confidential information. • Be prepared for competition from other countries: Malaysia faces competition from other countries in Southeast Asia, such as Singapore and Thailand.	• Address the lack of regulation in the eSports industry: The eSports industry in Malaysia is still relatively unregulated, which can create challenges for businesses. For example, businesses may not be able to protect their intellectual property or to enforce contracts. Businesses can address this by lobbying the government to regulate the esports industry. • Manage the risks associated with online gaming: Online gaming can be addictive, and there is a risk of fraud and other criminal activity.

4.2 SWOT Evaluation and Advice for the IT Strategy Domain in eSport

SWOT evaluation and advice for the IT strategy domain in eSport are shown in Table 2.

Table 2: SWOT evaluation and advice for the IT strategy domain in eSport.

	Strength	Weakness
	• High-speed internet: Malaysia has a high-speed internet infrastructure, which is essential for eSports. This allows eSports fans and players to watch and play games with minimal lag. • Tech-savvy population: Malaysians are generally tech-savvy, which is another	• Lack of infrastructure: Malaysia still lacks some of the infrastructure needed to support the eSports industry. For example, there is a shortage of esports arenas and there is limited internet connectivity in some parts of the country. This can make it

	advantage for the eSports industry. This means that there is a large pool of potential customers who are already familiar with eSports and who are comfortable using technology. • Government support: The Malaysian government is supportive of the eSports industry.	difficult for eSports businesses to operate and to reach their target audience. • Lack of skilled talent: There is a lack of skilled talent in the eSports industry in Malaysia. This is because the eSports industry is still relatively new in Malaysia.
Opportunities • Growing eSports audience: The eSports audience in Malaysia is growing rapidly. This presents an opportunity for eSports businesses to reach a wider audience and to generate more revenue. • Increased investment in eSports: There is increasing investment in the eSports industry in Malaysia. This investment comes from both private and public sources. This investment can be used to develop new eSports products and services, to promote eSports to the public, and to support the growth of the eSports community. • New technologies: New technologies, such as virtual reality and augmented reality, are being developed that could revolutionize the eSports industry.	S-O Recommendation • Capitalize on the high-speed internet infrastructure; Malaysia has a high-speed internet infrastructure, which is essential for eSports. eSports businesses can capitalize on this by offering high-quality streaming services and by hosting esports events. • Tap into the tech-savvy population: Malaysians are generally tech-savvy, which is another advantage for the eSports industry. eSports businesses can tap into this by developing mobile-friendly apps and websites, and by using social media to market their products and services. • Work with the government to promote eSports: The Malaysian government is supportive of the eSports industry.	W-O Recommendation • Address the lack of infrastructure: Malaysia still lacks some of the infrastructure needed to support the eSports industry. For example, there is a shortage of eSports arenas and there is limited internet connectivity in some parts of the country. eSports businesses can address this by working with the government to develop new infrastructure, such as eSports arenas and high-speed internet networks. • Develop skilled talent: There is a lack of skilled talent in the eSports industry in Malaysia. This is because the eSports industry is still relatively new in Malaysia.
Threats • Cyberattacks: The eSports industry is a target for cyberattacks. This is because eSports businesses often collect and store sensitive data about their customers. • Regulation: The eSports industry is still relatively unregulated in Malaysia. This could change in the future, and new regulations could	S-T Recommendation • Protect against cyberattacks: The eSports industry is a target for cyberattacks. This is because eSports businesses often collect and store sensitive data about their customers. • Stay up-to-date on regulations: The eSports industry is still relatively unregulated in Malaysia. This could change	W-T Recommendation Address the lack of infrastructure: Malaysia still lacks some of the infrastructure needed to support the eSports industry. For example, there is a shortage of eSports arenas and there is limited internet connectivity in some parts of the country. This could make it difficult for eSports businesses to operate and to reach their target

stifle the growth of the eSports industry. For example, regulations could restrict the use of certain technologies or could impose new licensing requirements. • Competition: The eSports industry is becoming increasingly competitive. This means that eSports businesses need to be constantly innovating and finding new ways to attract and retain customers.	in the future, and new regulations could stifle the growth of the esports industry. eSports businesses can stay up-to-date on regulations by monitoring the regulatory landscape and by working with industry associations to advocate for favourable regulations.	audience and could also make them more vulnerable to cyberattacks.

4.3 SWOT Evaluation and Advice for the Domains of Organizational Infrastructure in eSport and Processes

SWOT evaluation and advice for the domains of organizational infrastructure in eSport and processes are shown in Table 3.

Table 3: SWOT evaluation and advice for the domains of organizational infrastructure in eSport and processes.

	Strength	Weakness
	• High-speed internet: Malaysia has a high-speed internet infrastructure, which is essential for eSports. This allows eSports fans and players to watch and play games with minimal lag. • Tech-savvy population: Malaysians are generally tech-savvy, which is another advantage for the eSports industry. This means that there is a large pool of potential customers who are already familiar with eSports and who are comfortable using technology. • Government support: The Malaysian government is supportive of the eSports industry.	• Lack of infrastructure: Malaysia still lacks some of the infrastructure needed to support the eSports industry. For example, there is a shortage of esports arenas and there is limited internet connectivity in some parts of the country. This can make it difficult for eSports businesses to operate and to reach their target audience. • Lack of skilled talent: There is a lack of skilled talent in the eSports industry in Malaysia. This is because the eSports industry is still relatively new in Malaysia.

Opportunities	S-O Recommendation	W-O Recommendation
• Growing eSports audience: The eSports audience in Malaysia is growing rapidly. This presents an opportunity for eSports businesses to reach a wider audience and to generate more revenue. • Increased investment in eSports: There is increasing investment in the eSports industry in Malaysia. This investment is coming from both private and public sources. This investment can be used to develop new eSports products and services, to promote eSports to the public, and to support the growth of the eSports community. • New technologies: New technologies, such as virtual reality and augmented reality, are being developed that could revolutionize the eSports industry.	• Capitalize on the high-speed internet infrastructure: Malaysia has a high-speed internet infrastructure, which is essential for eSports. eSports businesses can capitalize on this by offering high-quality streaming services and by hosting esports events. • Tap into the tech-savvy population: Malaysians are generally tech-savvy, which is another advantage for the eSports industry. eSports businesses can tap into this by developing mobile-friendly apps and websites, and by using social media to market their products and services. • Work with the government to promote eSports: The Malaysian government is supportive of the eSports industry.	• Address the lack of infrastructure: Malaysia still lacks some of the infrastructure needed to support the eSports industry. For example, there is a shortage of eSports arenas and there is limited internet connectivity in some parts of the country. eSports businesses can address this by working with the government to develop new infrastructure, such as eSports arenas and high-speed internet networks. • Develop skilled talent: There is a lack of skilled talent in the eSports industry in Malaysia. This is because the eSports industry is still relatively new in Malaysia.
Threats	**S-T Recommendation**	**W-T Recommendation**
• Competition from other countries: The eSports industry is growing rapidly in other countries, such as China, South Korea, and the United States. This means that Malaysian eSports businesses will face increasing competition from these countries. • Cyberattacks: eSports businesses are increasingly vulnerable to cyberattacks. This is because eSports businesses collect and store a lot of sensitive data, such as player information and financial data.	• Protect intellectual property: The eSports industry is increasingly reliant on intellectual property, such as game code, streaming content, and player data. eSports businesses need to take steps to protect their intellectual property from unauthorized use. This includes registering their intellectual property, using strong passwords, and encrypting data. • Stay up-to-date with technology: The eSports industry is constantly evolving, and new technologies are emerging all the time.	• Lack of funding: The eSports industry in Malaysia is still relatively young, and there is a lack of funding available for eSports businesses. • Lack of awareness: There is still a lack of awareness about eSports in Malaysia. This means that many people are not aware of the eSports industry or of the opportunities that it offers. • Cyberattacks: eSports businesses are increasingly vulnerable to cyberattacks. This is because eSports businesses collect and store a lot of sensitive data, such as player information and financial data.

4.4 SWOT Evaluation and Advice for IS/IT Processes and Infrastructure in eSport

SWOT evaluation and advice for IS/IT processes and infrastructure in eSport are shown in Table 4.

Table 4: SWOT evaluation and advice for IS/IT processes and infrastructure in eSport.

	Strength	Weakness
	• Government support: The Malaysian government is supportive of the eSports industry, and this is reflected in the government's policies and regulations. • Talent pool: Malaysia has a large and growing talent pool of eSports players, coaches, and analysts. This talent pool can help eSports businesses to attract and retain top talent.	• Lack of skilled IT professionals: Malaysia has a shortage of skilled IT professionals, which can make it difficult for eSports businesses to find the talent they need to develop and maintain their IS/IT infrastructure. • High cost of IT infrastructure: The cost of IT infrastructure can be high, which can make it difficult for small and medium-sized eSports businesses to afford the infrastructure they need.
Opportunities	S-O Recommendation	W-O Recommendation
• eSports streaming: The growth of esports streaming is an opportunity for esports businesses to reach a wider audience. eSports businesses can use streaming platforms to broadcast live tournaments and events, and they can also use streaming platforms to create and share content with their fans. • eSports merchandise: The growth of eSports merchandise is an opportunity for esports businesses to sell merchandise to their fans. eSports businesses can sell a variety of merchandise, such as jerseys, hats, and T-shirts.	• Government support: The Malaysian government is supportive of the eSports industry, and this is reflected in the government's policies and regulations. This support can help eSports businesses to obtain the necessary licenses and permits, and it can also help them to access funding. • Growth of eSports streaming: The growth of eSports streaming is an opportunity for eSports businesses to reach a wider audience.	• Lack of skilled IT professionals: The Malaysian IT industry is growing rapidly, but the supply of skilled IT professionals is not keeping pace with the demand. This can make it difficult for eSports businesses to find the talent they need to develop and maintain their IS/IT infrastructure. • Growth of eSports merchandise: The growth of eSports merchandise is an opportunity for eSports businesses to sell merchandise to their fans. eSports businesses can sell a variety of merchandise, such as jerseys, hats, and T-shirts.

Threats	S-T Recommendation	W-T Recommendation
• Cyberattacks: The eSports industry is a target for cyberattacks, as esports businesses collect and store a lot of sensitive data. This data includes player information, financial data, and intellectual property. • Regulatory changes: The eSports industry is a rapidly growing industry, and the regulatory landscape is constantly changing. This can make it difficult for eSports businesses to keep up with the latest regulations.	• Technological infrastructure: Malaysia has a strong technological infrastructure, which can support the growth of the eSports industry. This infrastructure includes high-speed internet, data centers, and cloud computing services.	• Lack of funding: The eSports industry is still relatively new in Malaysia, and this can make it difficult for eSports businesses to obtain funding. This is because many investors are not yet familiar with the esports industry and its potential. • Regulatory changes: The eSports industry is a rapidly growing industry, and the regulatory landscape is constantly changing.

5 Conclusion

The Structural Alignment Model (SAM) and SWOT analysis were used in this study's exploration of the IT-business alignment in Malaysia's eSport industry. The results show that, although there is a high degree of alignment between IT and business strategy in the eSport industry, there are still some areas that need to be improved. The organizational structure, IT governance, and strategic alignment factors were all thoroughly evaluated by the SAM framework. The industry's internal strengths and weaknesses, as well as external opportunities and threats, were highlighted through the SWOT analysis.

Several suggestions are put out in light of the findings to improve IT-business alignment in the Malaysian eSports sector. Organizations should first concentrate on enhancing communication channels, defining roles and duties, and ensuring that IT choices are in line with business goals in order to strengthen their IT governance frameworks. The eSport sector requires investment in a strong IT infrastructure and technology to support its expansion and scalability. This entails enhancing data management systems, cybersecurity protocols, and network infrastructure. In order to promote better alignment and innovation, organizations should cultivate a culture of collaboration and knowledge-sharing between IT and business departments. To maintain continued alignment and responsiveness to shifting market circumstances, IT initiatives should be monitored and evaluated on a regular basis.

It is critical to recognize this study's constraints. The study was limited to Malaysia's eSport business; it may be difficult to generalize its findings to other situations. For a more thorough understanding of the phenomena, future research might look into IT-business alignment in other regions and nations. Second, the methods used to acquire the data which is interviews, surveys, and document analysis might have introduced biases or limitations in their ability to fully capture the complexity of IT-business alignment in the eSports sector. For a more thorough investigation of particular alignment difficulties and remedies, future research could use mixed-method approaches or case

studies. Finally, because the eSports sector is dynamic and the research was done in a certain time frame, the alignment problems and suggestions might change over time. Therefore, maintaining alignment in this fast-evolving sector will require constant evaluation and adjustment of IT policies.

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