

6.-7.11.2024

ESPORT NEXUS

JYVÄSKYLÄ

WED
6TH

A PUBLIC OVERVIEW OF THE ESPORTS INDUSTRY: ESPORTS AUDIENCES AND BUSINESS

JYU Main Building, C5 Hall

- 14:00** Opening words and greetings from Center of Expertise in Esports in Central Finland
Tuomas Rauhansalo | Jamk University of Applied Sciences
- 14:30** *Keynote:*
Esport Audiences and Business
Olli-Pekka Villa | Elisa Esports
- 15:30** Coffee break
- 16:00** *Sessions:*
Academic Research on Esports Viewership: Business Insights and Implications
Matti Leppäniemi | University of Jyväskylä
- Ethical and Responsible Leadership in Esports**
Minna Kallinen-Kuisma | University of Jyväskylä
- 17:00** End of day one
- 17:00▶** ENCE Institutional Showdown - CS2 Watch Party
at the Main Campus of Jamk University of Applied Sciences

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RESEARCH AND DEVELOPMENT IN ESPORTS: CURRENT UPDATES FROM THE FIELD

JYU Library, B348 Puro

10:00

Keynote:

Understanding Mobile Game Esports in Indonesia

Haryo Pambuko Jiwandono | RMIT University

11:00

Lunch break

12:00

Sessions:

Neurotraining in Esports: Enhancing Cognitive Performance in the MENA Region – A Case Study of Twisted Minds

Mohammed Mohammed | LUT University

Mikko Meriläinen | Tampere University

Lobna Hassan | LUT University

Development of CS2 players in Local and On-site Coaching

Perttu Leppä & Heikki Peltonen | Jamk University of Applied Sciences

The Effects of HIIT in Esports Performance

Kia Pakarinen | University of Jyväskylä

13:00

Keynote:

Esports Audiences and Fiction

Tanja Välisalo | University of Jyväskylä, National Archives of Finland

14:00

Coffee break

14:30

Sessions:

AI Tools to Analyze Twitch chat

Raine Koskimaa | University of Jyväskylä

Negative Behaviour in Competitive Play

Maria Ruotsalainen | University of Jyväskylä

Modeling of Specialist and Testing Services in Esports

Tomi Vanttinen | Finnish Institute of High Performance Sport KIHU

Fragmovies as Esports Mass Media

Espen Sjøberg | Kristiania University College

15:45

Closing words

Raine Koskimaa & Maria Ruotsalainen | University of Jyväskylä

16:00

End of day two

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