A System Dynamic Analysis on Taiwan Sports Lottery from Stakeholders’ perspective

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ABSTRACT

The purpose of this study is to look up the operations of sports lottery from stakeholders’ perspectives, mainly includes government, operator, retailers, employees, community and players, based upon system dynamic analysis framework. The research methodology is system dynamic analysis which can be used to frame, understand, and discuss complex issues and problems such as cause-and-effect relationship of sports lottery operations among the major stakeholders. In addition, this technique is taken as a method to understand the dynamic behavior of complex systems, the structure of any system is often just as important in determining its behavior as the individual components themselves.

Through this system dynamic analysis over the major stakeholders and their cause-and-effect relationships, policy makers have better understanding the key elements to focus on and to have fine-tuning as to the management and regulations of sports lottery operations. Furthermore, innovations on new product and new technology are also taken into consideration in order to create better performance in the years ahead.