



PSG COLLEGE OF ARTS & SCIENCE

PSG

An Autonomous College - Affiliated to Bharathiar University

Accredited with 'A++' Grade by NAAC (4th cycle)

College with Potential for Excellence (status awarded by UGC)

Star College Status Awarded by DBT-MST

An ISO 9001: 2015 Certified institution

Coimbatore - 641 014

ORGANIZED BY

Department of Commerce with Business

Process Services Integrated with

Tata Consultancy Services

NATIONAL CONFERENCE PROCEEDINGS ON

**EMPOWERING INDIA'S FUTURE:
PIONEERING SUSTAINABLE BUSINESS,
ADVANCING INNOVATION
AND REVOLUTIONIZING INDUSTRIES**

6th March 2025

EDITOR

Dr. S. M. Yamuna

CO-EDITORS

Dr. G. Sathiyamoorthy

Dr. K. Sudhakar

Mrs. R. Vishnupriya

Dr. K. Mahalakshmi



S. No.	Title	Pg. No.
113	Green Finance Mr. S. Arunganesan, Dr. S. Amudhalakshmi, Ms. G. Dhanalakshmi	685-688
114	Digital Twins and Smart Factories in the Automobile Industry S. Murugan, S. Sam Immanuel, P. Sasi Kumar	689-695
115	International Sustainability Standards and Agreements Achaleshwara Chandrasekar, Logavikashini. R, Bakyashri. S.R	696-700
116	Cybersecurity And Data Privacy of Finance: The Pillars of Trust in Business Innovation K.M.A. Ansheena, M. Afra, Sabari Durga. M	701-707
117	AI and IoT for Sustainable Business: A Path to Smart and Responsible Growth Nandhini. K, Kowshika. V	708-713
118	Designing a Regenerative Future: Integrating Sustainability and Innovation Prakathes Balaji. G.K, Menaka. R, Monika Sri. J	714-718
119	Sustainable Business Practices and Innovation: Green Entrepreneurship and Startups Dr. P.S. Chandni, R. Naveen Raj, Anirudh Ajith	719-721
120	The Transformative Role of AI and Automation in Modern Business: Enhancing Efficiency, Innovation, and Decision-Making Dr. P. Pavithra, Abishek. V, Gowtham. T	722-724
121	An analytical Study of eco-friendly Business Practices in India with a focus on Selected Indian Companies." Ms. D. Saranya	725-731
122	Eco-Friendly Business Practices Dr. G. Vincent, Aroshika, Aamina. R	732-737
123	Innovation and Techonology in Sustainability: Transforming Industry for a Greener Future Abhijeet, Chinnsamy, Sridhar Nithish Kumar	738-741
124	Cultural – Sensitive Gaming Platforms with Mental Health Support Sudhakar. K, Dr. Santhosh	742-748

CULTURAL – SENSITIVE GAMING PLATFORMS WITH MENTAL HEALTH SUPPORT

Sudhakar K Assistant Professor
Commerce with Business Process Services
PSG College of Arts & Science Coimbatore.
Dr. V. Santhosh Assistant Professor
Department of Commerce with Foreign trade
PSG College of Arts & Science
Coimbatore.

ABSTRACT:

This research explores the relationship between online gaming and the mental health of youngsters, focusing on those from various cultural backgrounds. As online gaming continues to gain popularity worldwide, concerns have arisen regarding its potential effects on the psychological well-being of young people. This study aims to assess both the positive and negative impacts of online gaming on mental health, considering how different cultural contexts may influence these effects. Through qualitative and quantitative data collection methods, including surveys, interviews, and behavioural assessments, this research investigates the prevalence of anxiety, depression, aggression, social isolation, and addiction in gaming adolescents from a range of cultural environments. The study highlights cultural differences in how gaming behaviours and mental health outcomes are perceived and managed, ultimately providing recommendations for parents, educators, and policymakers to better support the mental well-being of youth in an increasingly digital world. The increasing popularity of online gaming has raised concerns regarding its potential impact on the mental health of young people, especially within varying cultural contexts. This study explores the effects of online gaming on the mental health of adolescents, specifically focusing on anxiety, depression, aggression, and social isolation across different cultural backgrounds. Utilizing both qualitative and quantitative research methods, the study examines how these mental health outcomes are shaped by cultural values, social norms, and gaming habits. Results from surveys, interviews, and behavioural assessments suggest that while online gaming may foster certain cognitive benefits, its negative consequences, such as addiction and emotional distress, are more pronounced in some cultural settings. The findings emphasize the need for culturally sensitive strategies to mitigate the adverse mental health effects of online gaming. Recommendations are provided for parents, educators, and policymakers on fostering healthier gaming practices among youth in diverse communities.

Keywords: Online Gaming, Mental Health, Adolescents, Cultural Differences, Anxiety, Depression, Addiction, Social Isolation, Behavioural Impact, Cross-Cultural Study, Online Gaming, Mental Health, Adolescents, Cultural Differences, Anxiety, Depression, Addiction, Social Isolation, Cross-Cultural Study, Behavioural Impact.