

International Academic Multidisciplinary Research Conference 2023

Proceeding of

**INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH
CONFERENCE IN AMSTERDAM 2023**

*Amsterdam, Netherlands
17-19 February 2023*

ICBTS 2023



Edited by Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, IBEST Conference & Publication, USA
Nitaigour Premchand Mahalik, California State University, Fresno, USA
Bob Barrett, American Public University, USA
Vipin Nadda, University of Sunderland, United Kingdom
Kelum Gamage, University of Glasgow, UK
Wan-Hsuan Yen, National Taiwan Normal University, Taiwan
Maria Assif, University of Toronto, Canada

**Conference Series 1: ICBTS 2023 Amsterdam
ISBN 978-616-497-544-7 (electronic book)**

Conference Proceedings

INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH CONFERENCE IN AMSTERDAM 2023

*Amsterdam, Netherlands
17-19 February 2023*

ICBTS 2023

Organized by

ICBTS Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

In Academic Scholars Cooperation with



Wismar University



California State University, Fresno



SSRU University



National Taiwan normal University



Southeast Asia University



UNIVERSITY OF
TORONTO



University
of Glasgow



University of
Sunderland



Sponsored by



Published by ICBTS Conference & Ibest Publication
225 Wilmington, West Chester Pike,
Chadds Ford, PA 19317, USA

Abstracting and nonprofit use of the material is permitted with credit to the source. Instructors are permitted to photocopy isolated articles for noncommercial use without fee. The authors have the right to republish, in whole or in part, any publication of which they are an author or editor, and to make other personal use of the work. Any republication or personal use of the work must explicitly identify prior publication in Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of the International Academic Multi disciplines Research Conference, International Social Sciences Humanities and Education Research Conference, International Tourism Transport and Technology Research Conference (C.Kerdpitak, K. Heuer, E. Soltani, Editors)including the page numbers.

Proceedings of Abstracts and Papers (on CD-ROM or flash drive and online) of The International Academic multidisciplinary research conference in Amsterdam 2023

Copyright©2023

By Dr. Chayanan Kerdpitak & Professor Dr. Kai Heuer ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

All rights reserved.

All papers in the proceedings have been peer-reviewed by experts in the respective fields responsibility for the contents of these papers rests upon the authors.

ISBN: (978-616-497-534-7) electronic book)

Published by ICBTS Conference & Ibest Publication

225 Wilmington, West Chester Pike,

Chadds Ford, PA 19317, USA

INTRODUCTION

We would like to welcome our colleagues to the International Academic Multi disciplines Research Conference. It is the four series in 2023 Conference on Business Education Social Sciences Tourism and Technology was held in Switzerland. As always many members of the ICBTS 2023 community look forward to meeting, sharing, and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month from March to December between Europe and the rest of the world is now well established. This year's event in Lucerne (Switzerland) Munich (Germany) Helsinki (Finland) Madrid (Spain), Geneva (Switzerland), and others continues with the cultural following the very successful and productive event held in Lucerne, Munich, and Geneva 2022 in the field of various types of international academic research conference on Business Education Social Sciences Humanities and Technology. As usual, The ICBTS 2023 brings together leading academics, researchers, and practitioners to exchange ideas, views, and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2023 ICBTS International Academic Multidiscipline Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It also represents an emerging and highly challenging area of research and practice for both academics and practitioners alike, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Lucerne represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 63 contributing authors coming from 12 countries. This book of proceedings has been organized according to the following categories:

- Technology
- Information Technology
- Advanced Technology
- Industrial
- Business & Economic
- Social Sciences
- Education & Teaching
- Sciences & Technology

INTERNATION ADVISORY COMMITTEE

Academic Advisory Chairs

Prof. Dr. Kai Heuer

Wismar University of Business School, Germany
Studiengangsleiter Master Betriebswirtschaft
ABWL/Controlling
Hochschule Wismar
Fakultät für Wirtschafts wissenschaften
Philipp-Müller-Str. 14
23966 Wismar
Haus 19, Raum 113
Email: conferenceteam@icbtsconference.com

Academic Advisory Chairs

Prof. Dr. Nitaigour Premchand Mahalik,

California State University, Fresno, USA
Email: conferenceteam@icbtsconference.com

Conference Coordinator

Asst.Prof.Dr. Chayanan Kerdpitak

ICBTS Conference &Publication
Pennsylvania, USA
Tel. 087 0287 287 (International Phone)
Email: conferenceteam@icbtsconference.com

Proceeding Editors

Prof. Dr. Bob Barrett,

American Public University, USA
Email: conferenceteam@icbtsconference.com

Proceeding Editors &

Co-Program Chair

Dr. Vipin Nadda

University of Sunderland, United Kingdom
Email: conferenceteam@icbtsconference.com

INTERNATIONAL COMMITTEE

INTERNATIONAL ADVISORY COMMITTEE

Wittaya Makkham, Suan Sunantha Rajabhat University, Thailand
Bob Barrett, American Public University USA
Jose G. Vargas-Hernandez, Universidad de Guadalajara, Mexico
Gilbert Nartea, Lincoln University, New Zealand
Lee Li, York University, Canada
Hiromi Ban, Fukui University of Technology, Japan
Vipin Nadda, University of Sunderland, London UK
Bahadir Gulsun, Yıldız Technical University, Turkey
Ali Fuat Guneri, Yıldız Technical University, Turkey
Hen Friman, Holon Institute of Technology, Israel
Mohammad Bader Al-Badarneh, Amman University Jordan
Douglas J Marshall, USA, Southern University, New Orleans, USA.
Raef Jiries Assaf, Devry University, Corona USA.
M. Emre ERGÜL, İzmir Ekonomi University, Turkey
Cormac Doran, Institute of Technology Blanchardstown, Ireland
Napaporn Khantanapha, Southeast Asia University, Thailand

ACADEMIC REVIEW COMMITTEE

Kai Heuer, Wismar University of Business School, Germany
Jose G. Vargas-Hernandez, Universidad de Guadalajara, Mexico
Nitaigour Premchand Mahalik, California State University, Fresno, CA USA.
Chayanan Kerdpitak, ICBTS Conference & Publication, USA.
Gilbert Nartea, Lincoln University, New Zealand
Hiromi Ban, Fukui University of Technology, Japan
Vipin Nadda, University of Sunderland, London UK
Bahadir Gulsun, Yıldız Technical University, Turkey
Ali Fuat Guneri, Yıldız Technical University, Turkey
Hen Friman, Holon Institute of Technology, Israel
Douglas J Marshall, USA, Southern University, New Orleans, USA.
Raef Jiries Assaf, Devry University, Corona USA.
Asst Prof. Dr. M. Emre ERGÜL, İzmir Ekonomi University, Turkey
Cormac Doran, Institute of Technology Blanchardstown, Ireland
Bob Barrett, American Public University USA

ORGANIZING BY

ICBTS Conference Center, USA.

2023 ICBTS CONFERENCE AMSTERDAM PROGRAM

The 2023 ICBTS International Multidiscipline Research Conference

17 February 23

09.00 – 10.00

REGISTRATION & WELCOME

Welcome meeting at The Radisson Blu Amsterdam

Associate Prof. Dr. Chutikarn Sriviboon

President of Suan Sunandha Rajabhat University,

Asst. Prof. Dr. Cholpassorn Sitthiwarongchai

Dean of College of Innovation and Management

Suan Sunandha Rajabhat University

Professor Dr. Kai Heuer

Wismar University of Business School, Germany

Associate Prof. Dr. Vipin Nadda

University of Sunderland, England

Associate Prof. Dr. Kelum Gamage

University of Glasgow, UK

Associate Prof. Dr. Wan-Hsuan Yen

National Taiwan Normal University, Taiwan

Professor Dr. Lee Li

York University, Canada

Professor Dr. Nitaigour Premchand Mahalik,

California State University, Fresno, CA, USA

Associate Prof. Dr. Maria Assif

University of Toronto, Canada

Associate Prof. Dr. Napaporn Khantanapha

Southeast Asia University, Thailand