

**International Academic Multidisciplinary Research Conference 2026**

**Proceedings of**

**INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH  
CONFERENCE**

*Milan, Italy  
20 – 23 January 2026*

**ICBTS 2026**



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# Conference Proceedings

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*Milan, Italy*  
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### ICBTS 2026

#### Organized by

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

#### In Academic Scholars Cooperation with



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

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## INTRODUCTION

We would like to welcome our colleagues to the International Academic Multi disciplines Research Conference. It is the nine series in 2026 Conference on Business Education Social Sciences Tourism and Technology was held in Vienna. As always many members of the ICBTS 2026 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 January to December between Europe and the rest of the world is now well established. This year's event in Milan (Italy), Zurich (Switzerland), Shanghai (China), Tokyo (Japan), Tallinn (Estonia), Sydney (Australia), Hokkaido (Japan), Paris (France) and others continues with the cultural following the very successful and productive event held in Oslo, Norway, and another in the field of various types of international academic research conference on Business Education Social Sciences Humanities and Technology. As usual, The ICBTS 2026 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 2026 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 60 contributing authors coming from 10 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

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## ICBTS CONFERENCE MILAN PROGRAM

<b>The International Multidiscipline Research Conference</b>	
<b>20 January 2026</b> 08.00 – 08.30	REGISTRATION & WELCOME  Welcome meeting at Glam Hotel Milan
<b>20 January 2026</b> 08.30 – 08.45	WELCOME ADDRESS  Associate Prof. Dr. Somdech Rungsrissawat, Suan Sunandha Rajabhat University Thailand
	Session A
08.45 -12.00	
12.01-13.00	
13.01-16.00	
16.01	Close Conference
	Session B
08.45 -12.00	
12.01-13.00	
13.01-16.00	
16.01	Close Conference
<b>21 January 2026</b> 08.30 – 08.45	WELCOME ADDRESS  Associate Prof. Dr. Somdech Rungsrissawat,
	Session A, B
08.45 -12.00	
12.01-13.00	
13.01-16.00	
16.01	Close Conference
<b>22 January 2026</b> 08.00 – 16.00	Discussion for developing new research for Researcher & Student  Associate Prof. Dr. Somdech Rungsrissawat,
<b>23 January 2026</b> 08.00 – 16.00	Participants go to join travel to cultural of Italy
16.01	Close Conference

The schedule will be changed to suit the current situation.