

INTERNATIONAL ACADEMIC MULTIDISCIPLINARY  
RESEARCH CONFERENCE

Proceedings



ICBTS

**International Academic Multidisciplinary Research Conference 2023**

**Proceeding of**

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

*Munich, Germany  
8 – 11 May 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**

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# Conference Proceedings

## INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH CONFERENCE IN MUNICH 2023

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## 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 Zurich (Switzerland) Munich (Germany) Amsterdam (Netherlands) Venice (Italy), Seoul (South Korea), Fukuoka (Japan), Vienna (Austria) and others continues with the cultural following the very successful and productive event held in Venice, Amsterdam, and Seoul 2023 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

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## 2023 ICBTS CONFERENCE MUNICH PROGRAM

### The 2023 ICBTS International Multidiscipline Research Conference

<p><b>8 May 23</b> 09.00 – 10.00</p>	<p>REGISTRATION &amp; WELCOME Welcome meeting at The NH Munich Airport</p> <p>Associate Prof. Dr. Chutikarn Sriviboon President of Suan Sunandha Rajabhat University,</p> <p>Assistant Prof. Dr. Somsak Klaysung Dean of Faculty of Management Sciences Suan Sunandha Rajabhat University</p> <p>Professor Dr. Kai Heuer Wismar University of Business School, Germany</p> <p>Associate Prof. Dr. Vipin Nadda University of Sunderland, England</p> <p>Associate Prof. Dr. Kelum Gamage University of Glasgow, UK</p> <p>Associate Prof. Dr. Wan-Hsuan Yen National Taiwan Normal University, Taiwan</p> <p>Professor Dr. Lee Li York University, Canada</p> <p>Professor Dr. Nitaigour Premchand Mahalik, California State University, Fresno, CA, USA</p> <p>Associate Prof. Dr. Maria Assif University of Toronto, Canada</p> <p>Associate Prof. Dr. Napaporn Khantanapha Southeast Asia University, Thailand</p>
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