

International Academic Multidisciplinary Research Conference 2026

Proceedings of

**INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH
CONFERENCE**

*Shanghai, China
2 – 4 March 2026*

ICBTS 2026



**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**

**Conference Series 3: ICBTS 2026 Shanghai
ISBN 978-616-631-061-0 (electronic book)**

Conference Proceedings

INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH CONFERENCE

*Shanghai, China
2 – 4 March 2026*

ICBTS 2026

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



**University of
Sunderland**

University of Sunderland

Sponsored by



Published by ICBTS Conference & 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 Multidisciplinary Research Conference, International Social Sciences Humanities and Education Research Conference, International Tourism Transport and Technology Research Conference (C. Kerdpitak, K. Heuer, V. Nadda 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 2026.

Copyright©2026

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 field responsibility for the contents of these paper rests upon the authors.

ISBN: (978-616-631-061-0) electronic book

Published by ICBTS Conference & 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 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

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: icbtscon@gmail.com

Conference Coordinator

Asst.Prof. Dr. Chayanan Kerdpitak

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

Proceeding Editors

Prof. Dr. Bob Barrett,

American Public University, USA
Email: icbtscon@gmail.com

Proceeding Editors &

Co-Program Chair

Dr. Vipin Nadda

University of Sunderland, United Kingdom
Email: icbtscon@gmail.com

INTERNATIONAL COMMITTEE

INTERNATIONAL ADVISORY COMMITTEE

Bob Barrett, American Public University USA
Wittaya Makkham, Suan Sunantha Rajabhat University, Thailand
Jose G. Vargas-Hernandez, Universidad de Guadalajara, Mexico
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, Isreal
Mohammad Bader Al-Badarneh, Amman University Jordan
Douglas J Marshall, USA, Southern University, New Orleans, USA.
Raef Jiries, Devry University, Corona USA.
M. Emre ERGÜL, İzmir Ekonomi University, Turkey
Cormac Doran, Institute of Technology Blanchardstown, Ireland
Maria Assif, University of Toronto, Canada
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, University of Canterbury, New Zealand
Maria Assif, University of Toronto, 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, Isreal
Douglas J Marshall, USA, Southern University, New Orleans, USA.
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.

ICBTS CONFERENCE SHANGHAI PROGRAM

The International Multidiscipline Research Conference	
2 Mar 2026 08.00 – 08.30	REGISTRATION & WELCOME Welcome meeting at Radisson Blu Hotel Shanghai New World
2 Mar 2026 08.30 – 08.45	WELCOME ADDRESS Capt. Assoc. Prof. Dr. Kiatkulchai Jitt-Aer Navaminda Kasatriyadhiraj Royal Air Force Academy, Thailand Assoc. Prof. Dr. Nuntiya Noichun 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
3 Mar 2026 08.30 – 08.45	WELCOME ADDRESS Capt. Assoc. Prof. Dr. Kiatkulchai Jitt-Aer Navaminda Kasatriyadhiraj Royal Air Force Academy, Thailand Assoc. Prof. Dr. Nuntiya Noichun Suan Sunandha Rajabhat University Thailand
	Session A, B
08.45 -12.00	
12.01-13.00	
13.01-16.00	
16.01	Close Conference
4 February 2026 08.00 – 16.00	Participants go to join travel to cultural of Shanghai
16.01	Close Conference

The schedule will be changed to suit the current situation