

**International Academic Multidisciplinary Research Conference 2026**

**Proceedings of**

**INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH  
CONFERENCE**

*Zurich, Switzerland  
30 January – 2 February 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 2: ICBTS 2026 Zurich  
ISBN 978-616-631-061-0 (electronic book)**

# Conference Proceedings

## INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH CONFERENCE

*Zurich, Switzerland*  
*30 January – 2 February 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  
Bahadır 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  
Bahadır 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 ZURICH PROGRAM

<b>The International Multidiscipline Research Conference</b>	
<b>30 January 2026</b> 08.00 – 08.30	REGISTRATION & WELCOME Welcome meeting at Dorint Airport-Hotel Zürich
<b>30 January 2026</b> 08.30 – 08.45	WELCOME ADDRESS Assistant Prof. Dr. Somsak Klaysung 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>31 January 2026</b> 08.30 – 08.45	WELCOME ADDRESS Assistant Prof. Dr. Chutima Klaysung Suan Sunandha Rajabhat University Thailand
	Session A, B
08.45 -12.00	
12.01-13.00	
13.01-16.00	
16.01	Close Conference
<b>1 February 2026</b> 08.00 – 16.00	Discussion for developing new research for Researcher & Student Assistant Prof. Dr. Chutima Klaysung
<b>2 February 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