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ICBTS

CONFERENCE PROCEEDINGS



International Academic Multidisciplinary Research Conference 2023

Proceeding of

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

*Oxford, United Kingdom
20 – 21 July 2023*

ICBTS 2023



Edited by Kai Heuer, Wismar University, Germany
Chayanon 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
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Wan-Hsuan Yen, National Taiwan Normal University, Taiwan
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ICBTS 2023

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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 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
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The 2023 ICBTS International Multidiscipline Research Conference	
20 JUL 2023 09.00 – 10.00	REGISTRATION & WELCOME Welcome meeting at The Worcester College, Oxford University
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