

INTERNATIONAL ACADEMIC MULTIDISCIPLINARY
RESEARCH CONFERENCE

Proceedings



International Academic Multidisciplinary Research Conference 2022

Proceeding of

**INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH
CONFERENCE IN LONDON 2022**

*London, United Kingdom
15-17 November, 2022*

ICBTS 2022



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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 2022 Conference on Business Education Social Sciences Tourism and Technology was held in Switzerland. As always many members of the ICBTS 2022 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 Lucerne (Switzerland) Munich (Germany) Helsinki (Finland) Madrid (Spain) and others continues with the cultural following the very successful and productive event held in Lucerne in Munich 2022 in the field of various types of international academic research conference on Business Education Social Sciences Humanities and Technology. As usual, The ICBTS 2022 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 2022 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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2022 ICBTS CONFERENCE LONDON PROGRAM

The 2022 ICBTS International Multidiscipline Research Conference	
15 November 22 8.00 – 08.45 (TH) (Time in London)	REGISTRATION & WELCOME Welcome meeting at The Royal National Hotel London
	Associate Prof. Dr. Bundit Pungnirund Vice President of the Research and Development, Suan Sunandha Rajabhat University (SSRU)
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	Associate Prof. Dr. Maria Assif University of Toronto, Canada
	Associate Prof. Dr. Napaporn Khantanapha Southeast Asia University, Thailand

	SESSION A Prof. Dr. Kai Heuer Napassorn Kerdpitak
15 Nov 22 08.46 –12.00 Time in London	Session A1 Paper 1 Rida Fresh Food E-Commerce2 Chenyuan Gao Paper 2 Coconut Media Quan Yuan Paper 3 Restart Enterprise Management Consulting Runbing Huangfu Paper 4 Mobile O2O Platform Dandan Song Paper 5 New Energy Vehicle Rental Kai Yang Paper 6 Lark Business Qingming Wang Paper 7 An analysis of online reviews on communication toy robots Hiromi Ban Paper 8 "Warm Home" Senior Care Center Yue Guo Paper 9 Cloudy Sky Pavilion Seafood Buffet Restaurant Hao Lian Paper 10 Community Intelligent Access Control System Xuerong Zhang Paper 11 Green Home Leisure Farm Yu He Paper 12 New Hope Dairy Zheng Wang
12.00 -13.00	Take a Break
13.01 -16.30	Session A2 Paper 13 MOMO Milk Tea Store Qiannan Cao Paper 14 Xiaoxiang Family Restaurant Liyi Zhang Paper 15 Universal Gravitation Fitness Studio Mengmeng Yu Paper 16 Fei Tian pattern In the Duanghuang mural in China Kun Li Paper 17 Semiotic logic of the traditional architecture of Dong ethnic group Junhao Lu Paper 18 The Need for Older Persons in Existing Housing: A Case Study of Jiujiang City, Jiangxi Province, China Kang Zhou Paper 19 Lushan City Image and Tourism Innovation Design Xiaohong Deng Paper 20 A study of the history and local cultural background of Jiujiang City Xiongjunjie Hong Paper 21 The effects of interest rates on Islamic banks in a dual banking system: Empirical evidence from Saudi Arabia Mouldi DJELASSI and Jamel BOUKHATEM* Paper 22 Zhongsen Meitian Environmental Protection Dai Fuyue Paper 23 MNS Business Products Zhaolong Zhang Paper 25 Influencing Factors of Customer Satisfaction of M Travel Agency Based on O2O Model Xiaoyu Wang
	Close Conference

	SESSION B Associate Prof. Dr. Vipin Nadda Dr. Wissawa Aunyawong
16 Nov 22 08.46 –10.45 Time in London	Session B1 Paper 1 Black Party Cake Shop Han Guo Paper 2 Take-off Education and Training Institutions Ke Zhang Paper 3 Youth Tea Drinks Buqiang Jia Paper 4 Industrialization Project of Apple Full Nutrition Utilization in YA City Jianqiang Liu Paper 5 Zhongneng Construction Machinery Rental Company Hao Wu Paper 6 24-Hour convenience Store Chong Shao Paper 7 Beijing Rotating Hot Pot Restaurant Chunzhang Geng Paper 8 Allocacoc Brand Socket at JD E-Commerce Platforms Flagship Store Yanfei Qu Paper 9 Chuan Xiang Hot Pot Yinyan Fang Paper 10 Competitive Strategy of Wuqi Xianjing Agricultural e-Commerce Co., Ltd Xin Zhang Paper 11 “JIAO BAO” One Stop Enzyme Product Supplier Shuwei Zhou Paper 12 HAPPY DOLL Chinese Herbal Bathing and Baby Swimming Pool Ping Ma
10.46 -11.00	Take a Break
11.01 -12.30	Session B2 Paper 13 The Summer Solstice Chinese Bar Zihao Song Paper 14 Zhi Aizi Parent-Child Education Service Shanshan Ma Paper 15 Renovation of old buildings with spatial intervention and their application in the development of urban environments Junyao Li Paper 16 Hainan HuaGui woodcarving creative product design to promote tourism Yiqi Zhang Paper 17 Application of Chinese Traditional Elements in Hotel Brand Image Design Heng Chen Paper 18 Research the design of public spaces under the beautiful rural construction guidelines Anning Cai Paper 19 Wenyi Zhang Paper 20 Foreign Direct Investment in The Arab Gulf States: The Bridge of Tourism Development Larbaoui Manal Paper 21 Anishinaabe artist Norval Morrisseau’s initial entry into Canada’s art world Carmen Robertson Paper 22 B Ginger Business Chunlei Li Paper 23 Influencing factors on reputation of private universities in Beijing based on student satisfaction Mengjie Guo Paper 24 Human Resource Management Optimization in Aviation Service Industry-- -Based on the Perspective of Employee Satisfaction Liyang Guo
	Close Conference

	<p style="text-align: center;">SESSION C Associate. Prof. Dr. Wan-Hsuan Yen Associate Prof. Dr. Napaporn Khantanapha</p>
<p>17 Nov 22 08.46 –10.45 Time in London</p>	<p>Session C1 Paper 1 Sunshine B & B Chengyao Yin Paper 2 Beijing ZhiYou Laboratory Equipment Engineering Technology Co., LTD LinYuan Paper 3 Yuan Fook Pet Grooming Hospital JiahaoYe Paper 4 A God AI Language Project Yushu Wang Paper 5 Power Distribution Products Yun Cai Paper 6 "Emotional Relief Posthouse" Psychological Consultation Linlin Wei Paper 7 Light Food Restaurant in University Town Qingyin Zheng Paper 8 University Town Health Club Xiaoqing Zeng Paper 9 “Unite the Force for Good” Brand Living Pension based Project Lingyan Kong Paper 10 Happiness - LH Technologies Zhenxi Wu Paper 11 New Alternatives Employment Jiajia Rao Paper 12 Clean Water Purifier Anqi Chen</p>
<p>10.46 -11.00</p>	<p style="text-align: center;">Take a Break</p>
<p>11.01 -12.30</p>	<p>Session C2 Paper 13 Spring Tourism and Recreation Lengjie Zhang Paper 14 Heartbeat” Fruit Wine Yahui Chen Paper 15 Qing Yi New Watermelon Xingshu Wang Paper 16 Nanchang Black Shark Technology Jincan Wu Paper 17 The Role and Importance of Color Design in Architecture of Jiujiang Wanping Shangguan Paper 18 A study on mental health interventions for middle-aged and elderly people with sub-healthy status based on rehabilitation garden activities Yingying Zhou Paper 19 Spatial remediation strategy of traditional village cultural landscape in Huang He Valley, Western Henan Region Sai Yin Paper 20 Dimensions influencing guest satisfaction in Hotels: The case of Hotels in East London, South Africa Zwelethu Mtshokotshe Paper 21 Catering Chain Infotech Business Mian Mang Paper 22 GL Tea Trading Business Cuiqin Liang Paper 23 Influencing Factors of Customer Satisfaction of Fresh E-commerce Cold Chain Logistics Service Quality of SF Express Yanjun Liu Paper 24 Influencing Factors Job Satisfaction of China Mobile Communications Corporation in Beijing Transformation Enterprises Dongxia Ma</p>

	<p>Paper 25 Influencing Factors of Customer Satisfaction in the Internet Era of SME' Human Resources Entrusted Agency Service Yi Zeng</p> <p>Paper 26 The Relationship between Employee Satisfaction and Job Performance of Beijing Zhongan Xiao Technology Service Co., Ltd. Based on Organizational Commitment Siqi Li</p> <p>Paper 27 Influencing factors consumer brand cognition of Short Video Marketing on Luxury Xiaohui Zhai</p> <p>Paper 28 Influencing Factors of UGC on Consumers' Purchase Intention in Social Platforms Xiaolu Yu</p>
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