

ISSN: 2141-5595
Vol 7, Issue 10
Oct. 2025

Journal of Global Economy Business and Finance

Journal of Global Economy, Business and Finance (JGEBF)

ISSN: 2141-5595

Bryan House Publishing Limited
contact@bryanhouspub.org
www.bryanhouspub.org
Telephone:
0044-121-7813744



BRYAN HOUSE PUBLISHING LIMITED
Multidisciplinary Academic Journal Publisher



Journal of Global Economy, Business and Finance (JGEBF)

ISSN 2141-5595

Aims and Scope

Introduce the new peer-reviewed, open access journal entitled *Journal of Global Economy, Business and Finance (JGEBF)* is an international open access journal publication by Bryan House Publishing Limited.

All manuscripts must be prepared in English and are subject to a rigorous and fair peer-review process. The journal publishes original papers including but not limited to the following fields:

- Accounting
- Business and economics education
- Business ethics and corporate social responsibility
- Business finance and investment
- Business law
- Business research methods
- Business theories
- Case studies and management information systems
- Communication
- Consumer behavior
- Corporate governance
- Engineering management
- Entrepreneurship
- Environmental management and profitability
- Financial reporting
- General business research
- General management
- Management information systems
- Marketing theory and applications
- Operations management
- Organizational behavior
- Organizational behavior and theory
- Personnel and industrial relations
- Production/operations management
- Project management
- Project management and strategy
- Risk management
- Sales management
- Social issues and public policy
- Statistics and econometrics
- Strategic management
- Strategic management policy
- Supply chain management - Advancements in logistics management
- Technology and innovation diffusion in enterprises
- Total quality management

We are also interested in: 1) Short Reports - 2-5 page papers where an author can present either preliminary data or an idea with theoretical background but has not yet completed the research needed for a complete paper; 2) Book Reviews - Comments and critiques.

Bryan House Publishing Limited.

E-Mail: contact@bryanhouspub.org

Official Website: www.bryanhouspub.org

Address: Flat 4, Huntingdon House Faulkers Farm Drive Edington,
Birmingham West Midlands, United Kingdom, B23 7XF.

Telephone: 0044-121-7813744

Journal of Global Economy, Business and Finance (JGEBF)

ISSN 2141-5595

Editorial Board

Editor-in-Chief	Prof. Marco Maffei, Federico II University of Naples, Italy
Editorial Board Members	Prof. Howard Adler, Purdue University, USA
	Dr. Rodrigo Basco, Herdecke University, Germany
	Dr. Michael G. Brizek, South Carolina State University, USA
	Dr. F. Javier Rondán, Cataluña University of Seville, Spain
	Prof. Valentina Della Corte, Federico II University of Naples, Italy
	Prof. Francesco Zirilli, Sapienza Università di Roma, Italy
	Prof. Mieczyslaw Dobija, Cracow University of Economics, Poland
	Dr. Alexander Franco, Stamford International University, Thailand
	Prof. Bashar H. Malkawi, College of Law University of Sharjah, UAE
	Prof. Fernando Merino, Universidad de Murcia, Spain
	Prof. Boris S. Mordukhovich, Wayne State University, USA

Copyright

Journal of Global Economy, Business and Finance (JGEBF) is licensed under a Creative Commons-Non-Commercial 4.0 International Copyright (CC BY-NC4.0). Readers shall have the right to copy and distribute articles in this journal in any form in any medium, and may also modify, convert or create on the basis of articles. In sharing and using articles in this journal, the user must indicate the author and source, and mark the changes made in articles. Copyright © Bryan House Publishing Limited. All Rights Reserved.

CONTENTS

- 1 Marketing and Strategy in India: Adapting to a Diverse and Evolving Market Environment**
A Mohamed Wahid
- 3 Strategic Business Management in India: Driving Growth, Innovation, and Leadership in a Complex Economic Context**
Bhushan Fadnis
- 6 Cultural Narratives in Motion: New Farmers' Short Videos and the Rural Revitalization**
Yanshen Yu, Haolan Liang, Xiaoqi Jian, Hang Yin, Chujun Yang
- 19 Analysis of the Current Situation and Development Strategies for Brand Building in China's Domestic Cruise Industry**
Jiang Rui
- 24 Supply Chain Management in India: Addressing Challenges, Fostering Innovation, and Achieving Global Competitiveness in a Dynamic Economic Environment**
Soham Kulkarni, Varun Kulkarni
- 27 Financial Uncertainty in Earnings Per Share and Stock Prices: A Monte Carlo Simulation Study of US Business Services Multinationals**
Suranjana Chatterjee
- 33 International Tourism Economic Cooperation Model under the Background of the Belt and Road Initiative**
Yiming Wang
- 38 Literature Review on Algorithm Aversion: Definition, Antecedents, and Mitigation**
Siyuan Wu, Xiaoqian Gan
- 44 A Framework to Analyze the Coordination of Policy Objectives Using Topic Modeling**
Sufen Wang, An Li, Shuqi Zhao, Zihan Zhi, Yuqi Zhang
- 63 The Impact of Digital Finance on Industrial Structure Upgrading—A Factor of Production Perspective**
Wenwen Sun
- 71 Analysis of Rural Industrial Integration on Rural Revitalization: Impact Mechanism and Spatial Effect**
Yaoyuan Zhang
- 82 Study on the Development Path of Liaoning Province's REITs Business Under the Background of Financial Innovation**
Jin Hu

CONTENTS

- 87 Analysis and Countermeasures of Regional Economic Differences in Sichuan Province Driven by Digital Economy**

Hang Zuo, Guodong Miao, Xinyu Pang

- 94 Workforce Transformation in Industry 4.0: Bridging Skills Gaps and Enhancing Collaboration in Vietnam**

Richa Sharma, Dilip Kumar Vaka, Rajesh Azmeera