

ISSN: 2141-5595
Vol 8, Issue 8
Aug. 2026

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 The Future of E?Commerce: Emerging Trends, Persistent Challenges, and Technological Innovations**
Pamela Akinyi Oyieyo
- 3 Understanding Generation Z in the Workplace: Toward Adaptive Organizational Strategies for a New Era of Work**
Bharat Patil, Krishna Panchal
- 10 Service Dimension Analysis of Standardization in China’s Cruise Industry**
Rui Jiang
- 15 Enhancing Project Management Effectiveness in Civil Construction: Best Practices, Challenges, and the Case for Integrated Financial and Planning Control**
Calebe Bertolla Andrade, Camila Campos Silva, Caroline Santana Pereira Neves
- 19 Beyond Monetary Compensation: The Role of Psychological Contracts in Employee Retention**
Charles M. Rambo
- 32 Predictive Analytics Using Neural Networks: A Case Study of Customer Retention in Banking**
Shyamal Acharya
- 36 The Influence of Supervisory Support on Workers’ Health and Safety Performance**
Erlan Usubakunov
- 45 Comparative Cost-Benefit Analysis of Precast Versus Conventional Masonry Construction**
Paula Lucas Pereira da Silva, Ferreira Rodrigues Sávio Loureiro