ISSN: 2141-5595 Vol 6, Issue 7 Jul. 2024

# Journal of **Global Economy Business and Finance**

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











## 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 Midlans, 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.

### Journal of Global Economy, Business and Finance (JGEBF) ISSN 2141-5595

Volume 6 Issue 7 • July 2024

Rampal Samantray

Samuel Babu, Suheli Mehta

77

CONTENTS	
1	Navigating the Digital Frontier: Future Trends in E-Commerce, E-Marketing, And Fashion E-Retail
	Shrruti Sahrawat
6	Preventing Security Risks in Government Information Disclosure: A Mosaic Theory Perspective
	Ling Chen
15	Valuation of Reset Option with Multiple Reset Features under Mixed Fractional Brownian Motion Model
	Xin Zhang
19	The Impact of Financial Regulation on Indian Arbitral Institutions and Corporate Compliance
	Bilal Zayoun, Bijayananda Behera
23	Valuation of Vulnerable Barrier Options in a Mixed Fractional Brownian Motion Environment
	Xinyi Liu
29	Prcing Maximum Value Options under the Mixed Fractional Brownian Motion with Jumps
	Rong Wang
35	Research on the Optimization of Anti-food Waste Behavior in China
	Siqi Pan
40	The Correlation between Marine Fishery Economy, Fishermen's Fishery Investment and Fishery Science and Technology Progress based on VAR Model: A Case Study of Zhoushan Fishery
	Bo Xu
49	Research on the Improvement of New Quality Productivity and Governance Capability
	Xujian Wang, Hongyan She
57	Working Capital Management and Billing Cycles in the Indian Textile Industry: A Case Study of Surat
	Abhilash Srivastava, Divya Devakumar
63	Public Financial Reporting Practices, Regulations and Accountability for State-Owned Enterprises
	in Kenya
	Pujya Khattiya Deori, Naphatsnan Poda
71	Review and Analysis of Advanced Analytics in Financial Services

Create a Diversified Market and Build a Multi-vendor E-Commerce Platform

### Journal of Global Economy, Business and Finance (JGEBF) ISSN 2141-5595

Volume 6 Issue 7 • July 2024

### **CONTENTS**

81	The Evolution of Investment Banking: SBI Caps 2023 Financial Statement Analysis
85	Simi Anto, Uma Makeshwari G, Ashwini SV, Shaista  A Study on the Application of Tourism Public Relations in Enhancing Tourist Satisfaction
89	Xiaowei Zhang, Rui Jiang  Business Models for Enterprise Innovation and Development
95	Bangjie Yin  Analysis of Influencing Factors and Countermeasures for Value Co-creation in Online Tourism  Enterprises
99	Peng Peng, Jiaying Gu, Xiaonan Tao The Impact of Fundamental Analysis on the IT Industry: A Comparative Study Using Wipro, TCS, and Infosys as Examples
106	Nitesh Achuora  Comprehensive Analysis of Global Industrial Investment Funds: Risk Adjusted Performance  Evaluation Based on Statistical Tools 2017-2021
	Fletcher Diamastuti, Tripathi Ismail