

ISSN: 2141-5595  
Vol 6, Issue 12  
Dec. 2024

# 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](mailto:contact@bryanhouspub.org)  
[www.bryanhouspub.org](http://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](mailto:contact@bryanhouspub.org)

Official Website: [www.bryanhouspub.org](http://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 Emergence of Alternative Financing Models: An In-depth Analysis of Revenue-Based Financing**  
Arnab Dey
- 7      AI in Human Resource Marketing and Its Influence on Recruitment Efficiency**  
Kodanda Rami
- 11     A Review of the Research on the Impact of Air Pollution on Corporate Financial Performance**  
Pan Zhao, Xilin Gong, Peizhe Chen
- 16     Government Innovation Subsidies, Management Myopia, and Enterprises' Green Technological Innovation**  
Lisha Li, Dan Chen, Chunhua Ren
- 23     A Positive Employee Experience: An Approach from Recruitment to Retention**  
Bharath Srinivasaiah
- 28     Announcement Effects of Open Market Repurchases in China—From Perspective of Enterprise Life Cycle**  
Tong Xue, Xiuzhe Tsao
- 35     Effective Poverty Reduction Strategies Using Fragmented Data for Low-Income Economies**  
Megha Manglani
- 39     Comparative Analysis of Nutritional Supplement Dosage Forms**  
Himanshu Patel
- 46     Investigating the Correlation Between Income Inequality and Economic Growth**  
Brahmaleen Kaur Sidhu

