ISSN: 2141-5595 Vol 7, Issue 4 Apr. 2025

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 7 Issue 4 • April 2025

CONTENTS

1 Artificial Intelligence: Revolutionizing the Future of Retail

Chakradhar Avinash Devarapalli

6 The Role of Tax Enforcement and Compliance Activities in Mitigating the Tax Gap

Sushma Sinha

16 The Impact of Boundary-Spanning Search Ambidexterity on Innovation Performance: The Moderating Role of Strategic Flexibility

Junjie Yin

21 Analysis of the Anti-Fraud Status of the US Dollar Clearing System and International Practice Reference

Qing Xiao

29 The Impact of Digital Transformation on the Credit Scale of Commercial Banks

Chao Yu

36 Major Economic Trends Shaping the Future: Digital Transformation, Globalization, and Sustainability

Sara Udenia

38 An Analytical Study on the Awareness Level of NBFC Time Depositors Regarding Deposit Terms and Conditions

Kiran Kumar Voruganti

41 Empirical Study on the Impact of Urban Residents' Income on Consumption Structure in Yantai City

Ding Lei

47 Economic and Ecological Benefit Evaluation of Clean Energy Power Generation Projects in Minority Areas—Taking F Project as an Example

Huixin Wen

58 Gender's Influence on Risk-Taking Behavior: Insights from Game-Based Decision Making

Achmad Setyo Pudjoharsoyo

64 Predicting Market Capitalization of Large Multinational Enterprises Using OLS, Feedforward and Bayesian Neural Network Models

Monti Kalita, Rabinjyoti Khataniar

79 Research on the Impact of Internal Control Quality on High-quality Development of Enterprises— A Moderated Mediation Model

Pan Zhao, Peizhe Chen, Xilin Gong

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

Volume 7 Issue 4 • April 2025

CONTENTS

Research on the Application Effects of Digital Transformation Strategies in Corporate Culture and Employee Engagement Cultivation

Yiqian Lu, Liubin Xiong