

ISSN: 2141-5595
Vol 7, Issue 6
Jun. 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 A Comparative Analysis of the Functions and Roles of Reserve Bank of India and Federal Reserve System of the United States**
Mohd Asif
- 5 From Legacy to Luminance: Unveiling Fenjius International Ascent in the Baijiu Industry**
Shilpa Geethanjali, Mansoor Pasha
- 8 Exchange Option Pricing under the Mixed-Exponential Jump Diffusion Model**
Shuangfei Wei
- 12 Digital Power Exchange Option Pricing under Non-Affine Stochastic Volatility Models**
Jingting Zhang, Jingjing Zhang
- 16 Pricing of European Vulnerable Options under the Double Exponential Jump-diffusion Model with Stochastic Volatility and Stochastic Interest Rates**
Jing Wang
- 19 A Study on the Personality Traits that Define Investor Behaviour in Karnataka**
Rinki Khatun
- 23 Research on the Application of Grey Prediction Model in the Development of Cross-border E-commerce Platforms for Rural Revitalization**
Tianning Liu, Xinyu Pang, Hang Zuo
- 29 Unmasking the Veiled: A Comprehensive Examination of Benami Transactions and Strategies for Combating Financial Fraud**
Vishal Sharma
- 34 Pricing of Outer Performance Option under a Two-Factor Stochastic Volatility Jump-Diffusion Model**
Wenmei Li
- 38 Bottlenecks and Countermeasures for the Inclusion of Enterprise Data Assets in the Financial Statements in China**
Huan Zhang
- 44 Exploring Formation Mechanism of Medical Collaborative Practices in Multi-level Market from an Infra-marginal Perspective**
Sufen Wang, Shuqi Zhao, Mengqi Xu, Hanqian Xia, Junyi Yuan
- 56 Influence of Proactive Behavior on Employee Performance: The Case of Ministry of Education, Science and Technology in Kenya**
Chaudhary Ramneek, Kumar Alok

CONTENTS

- 62 Shifting Liability Principles for Generative Artificial Intelligence from a Law and Economics Perspective: From Negligence Liability to Strict Liability**
Chunxiao Mao
- 70 Analysis of the Current Landscape and Optimization Proposals for Chinese Insurance Companies' Expansion in the Elderly Care Industry**
Benshuai Zhang
- 74 Exploring The Impact of Resilient Behavior on Employee Performance: A Case of Kenya's Ministry of Education, Science and Technology**
Ellen Waithira Karuga, Peter Kithae
- 81 Enhancing Sales Revenue in Tanzania Small and Medium - Sized Enterprises (SMEs): A Comparative Analysis of Digital Marketing Impact in Morogoro Municipality**
Domeniter Kathula
- 86 Exploring the Dynamics of Investor Attention and Market Volatility: A Behavioral Finance Perspective**
Gol Ayie Jal, Hadija Murenga
- 93 Impact of Cryptocurrencies on Traditional Financial Systems**
Robin Ghosh
- 98 Motivating Factors for Entrepreneurship and Development Divergences Across Arunachal Pradesh - An Analysis**
Amit Kumar