

ISSN: 2141-5595
Vol 7, Issue 8
Aug. 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 Key Considerations for Advertisers Selecting Media Platforms for CTV Campaigns**
Srinivasa Rao
- 6 Transformative Impact of Insurance Technology Innovation on Traditional Insurance Practices**
Dhruv K Singhal
- 9 Unethical Leadership and Organizational Culture: Contributing Factors to FTX's Collapse**
Varadharaj Varadhan Krishnan
- 13 Fiscal Vertical Imbalances and the Building of Subnational Financial Capacity**
Mianwen Chen, Yating Zhang
- 16 Competitiveness Analysis and Growth Path of Jiangsu's Cruise Industry Development**
Rui Jiang, Xiaowei Zhang
- 20 Research Examining the Influence of Sichuan's Industrial Structure on Economic Growth**
Kaibo Zhang, Lichao Tang
- 23 Marketing Innovation in E-commerce**
Bhargav Bachina
- 28 Emotional Intelligence and Leadership Effectiveness: Navigating Decisions, Team Dynamics, and Organizational Success**
Yam Nath Giri
- 33 How to Build a Collaborative Model for Express Packaging Recycling –An Evolutionary Game Perspective**
Jianwen Pei, Hui Li
- 41 Research on the Assets Sharing Economy of Colleges and Universities under the Background of the Digital Economy — From the Perspective of Transaction Costs**
Xiaohong Zhu
- 45 The Evolution of Advertising: Transition from Traditional Media to Data-Driven Personalization, Automation, and Socially Responsible Campaigns in the Digital Age**
Sandeep Kumar
- 47 The Future of Work: Redefining Workplace Dynamics, Productivity, Culture, and Employee Well-being Through Remote and Hybrid Models**
Suraiya Akter
- 49 Communication and Advertising: Historical Development, Challenges, and Prospects**
Ravi Jagadish
- 51 The Role of Traditional Media in India's Digital Advertising Landscape: Coexistence or Decline?**
Chithra Sivanandan