

2nd International Conference on Finance, Trade and Business Management (FTBM 2024)

Advances in Economics, Business and Management Research
Volume 304

Hangzhou, China and Online
23 - 25 August 2024

ISBN: 979-8-3313-0773-8

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Print copyright© (2024) by Atlantis Press (part of Springer Nature)
All rights reserved.
Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press
Van Godewijckstraat 30
3311GX Dordrecht
The Netherlands

contact@atlantis-press.com

Printed with permission by Curran Associates, Inc. (2025)

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

Analysis of Risks and Returns of ESG Portfolios under Different Market Conditions: An Empirical Comparison of China, the US, and Europe..... <i>Zisheng Liang</i>	1
Digital Transformation and Human Rights Responsibilities: Strategies and Challenges for Multinational Corporations in Developing Countries	10
<i>Linhua Hao</i>	
Export Trade Lubricants: The Importance of Third Party Testing Agencies in European Export Trade..... <i>Panyilang Zhou, Jingjing Wang</i>	22
Impact of Finance and Investment on Net-Zero Transformation..... <i>Yuhong Huang</i>	28
Human Rights Responsibility in the Global Supply Chain: The Challenges and Strategies for Multinational Corporations in the Context of the Xinjiang Cotton Incident	35
<i>Yihao Zhang</i>	
Research on Financial Credit Model Construction Method based on Machine Learning Technology..... <i>Xianru Zhan</i>	46
Analysis and Prediction of China's Total National Health Expenditure Time Series Model before and after the COVID-19 Epidemic	53
<i>Chenyu Liu</i>	
Peer-Review Statements	61
<i>Amalendu Bhunia, John Gong, Ran Zhang</i>	
Substitutability Analysis of Trade in Goods and Trade in Services Balances Based on Comparative Advantage Theory	64
<i>Lin Sha, Yiqun Li</i>	
A Strategic Decision-Making Model Combining SWOT Analysis with AHP Method	70
<i>Yangyang Liu</i>	
Research on High-quality Development of Guangdong Listed Companies——Model Construction of an Indicator System Based on High-quality Evaluation.....	78
<i>Mohan Yang, Jingting Tang, Zhihao Huang</i>	
Optimal Design of Data Center Network Security Architecture	90
<i>Shaoqing Wang</i>	
Comparing the Performance of Four Regression Models in Predicting Stock Returns	98
<i>Zimu Tang</i>	
Study on the Influencing Factors of Tax Revenue in Fujian Province Based on Econometric Modeling	106
<i>Wenqi Qiu</i>	
Diabetes Population in Singapore and Government Regulations on Sugar Levels	114
<i>Yizhou Zheng</i>	

Impact and Accountability: Examining Multinational Enterprises' Foreign Direct Investment in Developing Economies..... <i>Fangyuan Shi</i>	123
“Want-it-all” Mentality with Process and Outcome: Research Performance Evaluation Based on Empathic Supervision and Empathic Governance..... <i>Kui Yi, Xingrong Wang, Xinyu Wang</i>	135
A Novel Technical Method for Corporation Venture Capital Strategy <i>Liwen Zhao</i>	147
Empirical Analysis of the Impact of Chinese Yuan to US Dollars Exchange Rate on the Shanghai Stock Exchange Composite Index..... <i>Yiping Wang</i>	157
Study on the Price Spillover Effect between China Iron ore Futures Import Price and International Dry Bulk Freight and Crude Oil Market..... <i>Youjie Zhu</i>	167
Analysis of the Gold Price Correlation Between China and the United States and its Influencing Factors <i>Xiaolin Zhu</i>	177
Research on the Impact Mechanism of Industrial Added Value on the Carbon Emission Rights Market <i>Jun Liu</i>	188
A Comparative Study of Machine Learning Methods in Financial Fraud Detection..... <i>Zishan Liu</i>	197
The Impact of Second-Generation Involvement on the Family Firm's Cross-Regional Expansion..... <i>Hongjie Pan</i>	206
Data Analysis and Prediction of Daily Closing Price of China Unicom based on ARIMA Model <i>Yanghaoge Sun</i>	217
COVID-19 and its Effect on China's CPI: Overall and Medical Care <i>Tian Zhou</i>	229
Research on Intelligent Monitoring Technology and Equipment for False and Concealed Declaration of Dangerous Goods in Port Containers..... <i>Weiwei Sun, Zhiyan Zhao, Chaoyu Ruan</i>	237
Personal Credit Loans Risk Prediction Based on NS3-LightGBM <i>Juncheng Zhang</i>	245
Impact of China's Green Finance Development on the Upgrading of Industrial Structure Based on Spatial Panel Model..... <i>Yingying Zhou, Xiaoqian Jing, Fengyi Lei, Jing Jin, Fengran Lu</i>	255
Research Hotspots and Trends of International Digital Business Development——Knowledge Graph Analysis based on Citespace <i>Shiqi Zhang, Gefei Liu</i>	263
The Impact of the US-China Trade Conflict on China's Foreign Economic Relations <i>Yiting Chai</i>	269

A Comparative Study of Legal Strategies against Tax Avoidance in the Digital Economy.....	279
<i>Junxiang Wang</i>	
Routine Replication and Innovation Performance: Mediating Role of Organizational Flexibility and Moderating Role of Temporal Leadership.....	291
<i>Hanjie Yu</i>	
Research on the Impact of Social Media User Sharing on Customer Consumption Behavior	302
<i>Ke Zhang</i>	
Analyzing Factors Affecting Housing Price Fluctuations and Policy Recommendations	307
<i>Yilan Huang</i>	
Construction of Green and New Quality Productivity Evaluation Index System for “Two High” Industries	316
<i>Xiaoyu Li</i>	
Comprehensive Evaluation of the Operating Performance of Chinese Tourism Listed Companies Based on Factor Analysis	323
<i>Youcheng Long</i>	
The Relationship between CPI and Employment and National GDP: Empirical Research Based on French Data	330
<i>Yiqi Song</i>	
Research on the Constraint Mechanism of Industrial Digitization Enabling High-quality Industrial Development	340
<i>Zecheng Lian</i>	
International Corporate Governance in the Digital Age: Legal Challenges of Privacy Protection and Data Governance	351
<i>Bingbing Bi</i>	
Study on Sustainable Financing Models for Enterprises under the Green Finance Framework	363
<i>Xiang Li</i>	
Sustainable Development Financing Models in the BRICS Countries.....	372
<i>Yida Wang, Morunova Galina Vladimirovna</i>	
Globalization and the Right to Livelihood: A Study of the Impact of Multinational Enterprises' Resource Extraction in Developing Countries	380
<i>Siyuan Chen</i>	
Analyzing the Impact of COVID-19 in China's Restaurants Industry: Revenue from Meals and Revenue from Meals above Designated	396
<i>Haohao Yang</i>	
NEER Index: China's Import and Export Trade and the US-China Trade Conflict	405
<i>Tian Gao</i>	
Bank Churn Prediction Using Random Forest and Logistic Regression	415
<i>Shangxuan Du</i>	
Fragmentation Challenges in the International Trade Legal System and China's Strategies.....	422
<i>Shumeng Huang</i>	

Analysis of Cost Control in the Value Chain of a Logistics Company under the “Dual Carbon”
Background 430
Haohui Fu

Analysis of Background, Content and Effect of Iran’s “General Policy of Resistance Economy” 437
Quanjie Zhou

Author Index