

Table of Contents

A Review of Green Human Resource Management.....	1
Siqi Wang	
Research on the Influence of Science and Technology Finance on the Resilience of New Energy Industry	2
Zuohang Xiao	
Research on the Impact of Media ESG Attention on Manufacturing Stock Price Volatility	3
Xiang Chen	
Research on the Impact of Digital Transformation on Supply Chain Resilience and Enterprise Value —— Based on Manufacturing Enterprises	4
Qi Zhang	
Research on the Impact of Digital Transformation of Small and Medium-sized Banks in China on Their Credit Risk	5
Futian Zhang	
Research on the Impact of Carbon Trading Policies on Overseas Investment of Heavily Polluting Enterprises	6
Xiaochen Qiu	
How Study on the Impact of Green Finance Development on the Economic Resilience of Cities	7
Xinlai Wang	
Research on the Spillover Effect and Configuration Path between China's Carbon Market and Electricity Market	8
Hongrui Li	
How Does ESG Performance Impact Stock Price Crash Risk: Evidence from Chinese Listed Firms	9
Haomin Zhang	
Digital Inclusive Finance and Energy Poverty: Mechanisms and Empirical Evidence from China	10
Bingjie Hu	
The Pricing and Competition Strategy of Ride-Hailing Platforms under the Influence of Aggregation Effects on Vertical Differentiation	11
Guowei Liu, Mingwei Wu, Yi He	

Study on the Influence of Green Finance Development Level on Carbon Emission Reduction of SMEs in Beijing-Tianjin-Hebei	12
Guomeng Huang	
Research on Restaurant Online Channel Decision Considering Showcase Effect and Flow Effect Under the Background of Delivery Platform.....	13
Hao Xiong, Zihao Zhao, Huili Yan	
Risk Evaluation and Management of Modern Pipe-Rolling Manufacture	14
Rena Rinatonva Timirgaleeva, Lubov Aleksandrovna Zuravleva, Aleksei Aleksandrovich Yushin	
Research on the Optimal Financing Strategies of the Main Entities in the Order Agriculture Supply Chain.....	15
Dan Wang	
The Impact of Green Credit on Bank Risk and the Moderating Effect of Climate Risk Management.....	16
Qingfang Yuan	
A Study on the Spillover Characteristics of CPI to PPI from the Perspective of Real Estate Financialization—Including a Discussion on Monetary Policy Regulation.....	17
Yaoshu Xie, Zhiyang Liu	
The Attention of Capital Markets to Structural Green Monetary Policies and Corporate Green Performance	18
Yaoshu Xie, Zhiyang Liu	
Research on the Impact of Government Subsidies on the Financing Efficiency of High Tech Enterprises	19
Lixin Xu	
Study on the Effect and Path of Energy Substitution Considering the Dual Constraints of Energy Security and Environmental Regulation	20
Zhanpeng Shu	
Digital Finance, Green Ambidextrous Innovation, and High-Tech Firms: Differentiated Mechanisms	21
Chunxiao Xian	
A Study on the Impact of Carbon Emission Trading Pilot Policies on Corporate ESG Performance	23
Weiqing Kong, Ruihua Sun	
A Study on the Impact of Task Type on Users' Willingness to Adopt AIGC Products	24
Yang Kezhen	

Research on the Impact Mechanism of Digital Leadership on the Frugal Innovation	25
Long Yu	
Extreme Volatility Spillover Between China's Carbon Market and Carbon-Intensive Industries	26
Yuhan Zhu	
A Study on the Influence of Financial Technology on the Risk-taking Willingness of Joint-stock Commercial Banks.....	27
Jinzhi Liu	
The Differential Effects of Bullet Comment Typology on Consumers' Purchase Intentions in Live-streaming E-commerce Contexts	28
Kang Weilu	
Research on the Influence of the Matching Effect Between Social Crowding and Green Advertising Appeal on Green Product Purchase Intention.....	29
Yanfeng Li	
Research on the Influence of Restrictive Promotion of E-commerce Live Broadcast on Consumers' Impulse Purchase Intention.....	30
Jun Yin	
Research on the Influence of Product Familiarity and Product Information Appeals on the Consumer Purchase Intention under the Condition of AI Shopping Chatbots	31
Xinling Yang	
Being Lenient and Being Strict: A Study on the Mechanism of Ambidextrous Leadership Driving Employees' Digital Technology Adoption	32
Xixi Zhang, Xuemei Huang	
Entrepreneurship and Innovation: A Cultural Perspective	33
Antonio Benitez Garcia	
The Impact of CSR Fit on Consumer Engagement with Social Media Advertising: The Mediating Role of Brand Trust and Moderating Effect of Message Specificity	34
Yan Shen	
The Impact of Intelligent Services on Customer Satisfaction in the China Hotel Industry	35
Bo Zhou, Tian Tian, Alice Hon	
Analysis of the Influence of the Integration of Capital Chain and Innovation Chain on Entrepreneurial Ventures	36
Li Xu	

A Strategic Digital Implementation Model to foster Sustainable Entrepreneurial Growth in the Retail Sector of Emerging Economies.....	37
Tsitsi Senga, Shadreck Nhorito, Tafadzwa Jimu	
Research on the Effect of Science and Technology Finance on the Improvement of Technological Innovation Level of Start-Up New Energy Enterprises from the Perspective of Multi-Dimensional Participants.....	38
Wanqi Shi	