

FTBM 2024

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

第二届**金融、贸易和商业管理**国际学术会议

会议手册 Conference Manual

◆ 2024年8月24日 | 线上会议 ◆

August 24, 2024 | Online Conference



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Conference Introduction

Finance and trade are the keys to the world's continued economic and social development. Studying finance and trade can help us better understand how the world works. In addition, business management is crucial for an enterprise and a country's sustainable development. The conference mainly focused on research fields such as finance, trade, and business management.

The 2024 2nd International Conference on Finance, Trade and Business Management (FTBM 2024) will be held on August 24, 2024 via ZOOM. The purpose of the conference is to provide a chance for experts and scholars engaged in finance, trade, and business management-related research to exchange scientific research results and cutting-edge technologies, understand academic development trends, broaden research ideas, strengthen academic research and discussions, and promote cooperation in the industrialization of academic achievements.

We sincerely invite experts, scholars, business people, and other relevant people from universities and scientific research institutions at home and abroad to attend the conference!

大会简介

随着经济全球化，贸易自由化的进程加快，我国经济对外开放程度不断加深，正在加快融入世界经济一体化当中。当今世界各国竞争过程中，金融、贸易以及商业形态已成为其关键与焦点竞争内容。

第二届金融、贸易和商业管理国际学术会议(FTBM 2024) 定于2024年8月24日线上举行。会议主要围绕金融、贸易与商业管理等研究领域展开，旨在为从事金融、贸易、商业管理相关研究的专家学者提供一个交流科研成果和前沿技术的平台，了解学术发展趋势，加强学术研究和讨论，促进学术成果产业化合作。

我们诚挚邀请来自世界各地高校和科研机构的专家、学者、商界人士及其他相关人士参加本次会议。



Committee

Conference General Chair

Prof. Xu Chen, University of Electronic Science and Technology of China, China

Conference Publication Chair

Prof. Amalendu Bhunia, Department of Commerce, University of Kalyani, India

Prof. John Gong, University of International Business and Economics (UIBE), China

Prof. Ran Zhang, Renmin University of China, China

Organizing Committee

Prof. Chunsheng Liu, Central University of Finance and Economics, China

Asso. Prof. Muhammad Hashim, National Textile University, Pakistan

Asso. Prof. ALEKSANDRA WÓJCICKA – WÓJTOWICZ, Department of Operations Research, Uniwersytet Ekonomiczny w Poznaniu, Poland

Dr. Fahri Özsungur, Department of Labor Economics and Industrial Relations, Faculty of Economics and Administrative Sciences, Mersin University, Turkey

Dr. Shaojing Ke, Central University of Finance and Economics, China

Dr. Hazhar Talaat Abubaker Blbas, College of Administration and Economics, Department of Statistics, University of Salahaddin, Iraq

International Technical Program Committee

Prof. Rıfat Kamaşak, University of the West of England, Bristol, England

Prof. RUBI BINTI AHMAD, Malaya University, Malaysia

Prof. Ezendu Ariwa, University of Bedfordshire, UK

Assoc. Prof. Pabitra Kumar Jena, Shri Mata Vaishno Devi University, India

Assoc. Prof. Yifeng Zhu, Central University of Finance and Economics, China

Dr. Qian Wang, Guangdong University of Finance & Economics, China

Dr. Lei Xu, University of South Australia, Australia and Editor of Economics & Politics, Australia

Dr. José Alberto Martínez González, Department of Business Management and Economic History, Universidad La Laguna, Spain

Dr. Shiva Hashemi, Faculty of Hospitality and Tourism Management, UCSI, Malaysia

Dr. Luisa Errichiello, Italian National Research Council (CNR), Italy

Dr. Teresa Maria Leitão Dieguez, Polytechnic Institute of Cávado and Ave (IPCA), Portugal



Conference Agenda

2024年8月24日 / 24th August, 2024

ZOOM 会议室/Conference ID: 843 7811 1556 密码/Password: 24 08 24

9:00-9:45	Keynote Speech 1 : Quantamental Investing Prof. Ran Zhang, Renmin University of China, China 张然教授 (中国人民大学, 中国)
9:45-9:50	Online photography
9:50-10:35	Keynote Speech 2 : A Comparison of Factor Models in China Assoc. Prof. Yifeng Zhu, Central University of Finance and Economics, China 朱一峰副教授 (中央财经大学, 中国)
10:35-10:50	Oral Presentation 1: Export Trade Lubricants: The Importance of Third Party Testing Agencies in European Export Trade 周潘一郎 (Panyilang zhou) , Ningbo University, China
10:50-11:05	Oral Presentation 2: Impact of China's Green Finance Development on the Upgrading of Industrial Structure Based on Spatial Panel Model 敬晓倩 (Xiaoqian Jing) , China University of Mining and Technology, China
11:05-11:20	Oral Presentation 3: A Study on the Influencing Factors of Consumers' Purchase Intention in the Livestreaming Commerce Model Based on the AMOS Model 林欣雨 (Xinyu Lin) Harbin Engineering University, China
11:20-11:35	Oral Presentation 4 : An Investigation and Study on Consumers' Behavioral Intention of Sam's Club under the Background of Rational Consumption 张宇航 (Yuhang Zhang) , Harbin Engineering University, China
11:35-11:50	Oral Presentation 5 : Research on the impact of social media user sharing on customer consumption behavior 张可 (Ke Zhang) , Beijing Jiaotong University, China
11:50-14:00	Break/Lunch
14:00-14:15	Oral Presentation 6 : A Strategic decision-making model combining SWOT analysis with AHP method 刘杨洋 (Yangyang Liu) , University of Nottingham Ningbo China, China
14:15-14:30	Oral Presentation 7 : Sustainable Development Financing Models in the BRICS countries Морунова Галина Владимировна (Morunova Galina) & 王艺达 (Yida Wang) , St. Petersburg State University of Economics, Russia
14:30-14:45	Oral Presentation 8 : Research on Intelligent Monitoring Technology and Equipment for False and Concealed Declaration of Dangerous Goods in Port Containers 孙维维 (Weiwei Sun) , China Waterborne Transport Research Institute, China
14:45-15:00	Oral Presentation 9:TBD
15:00-15:45	Keynote Speech 3: Here and Now Future Prof. Luiz Moutinho, University of Suffolk, England Luiz Moutinho 教授 (萨克福大学, 英国)



15:45-16:00	Poster Presentation: Research on the Constraint Mechanism of Industrial Digitization Enabling High-quality Industrial Development 连泽成 (Zecheng Lian) , Lanzhou University of Technology, China
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Keynote Speech 1



Prof. Ran Zhang

Renmin University of China, China

Biography:

Zhang Ran, Professor of Business School in Renmin University of China, Director of the Graduate Program. She is the Elsevier 2020 and 2021 Highly Cited Zhang Ran, Professor of Business School at Renmin University of China, Director of the Graduate Program. She is an Elsevier 2020 and 2021 Highly Cited Scholar. She worked at Guanghua School of Management, Peking University, from 2006 to 2019. She was a member of the first Accounting Standards Advisory Committee of the Ministry of Finance and served as an independent director and chairman of the audit committee of BYD Company Ltd. She has published more than 30 papers in top academic journals at home and abroad, such as the Journal of Financial Economics and Economic Research. In August 2017, he published the monograph "Fundamental Quantitative Investment." Professor Zhang Ran's research achievements have won the Roger F. Murray Outstanding Research Award of the American Financial Quantitative Association, the "Best Paper Award" of the American Accounting Association, the first prize of the Humanities and Social Sciences Research Excellence Award of Peking University, and the final "Excellent" evaluation of the National Natural Science Foundation. Her courses have been awarded the Teaching Training Certificate from Harvard Business School.

Speech Title:

Quantamental Investing



Keynote Speech 2



Assoc. Prof. Yifeng Zhu

Central University of Finance and Economics, China

Biography:

Yifeng Zhu is now working as Associate Professor in Finance with Tenure at School of Finance, Central University of Finance and Economics. His research fields are asset pricing and applied econometrics. Dr. Zhu has published multiple well-known finance journals such as Journal of Financial and Quantitative Analysis and Journal of Empirical Finance as the sole corresponding author. He received his bachelor's degree in Applied Mathematics from Tongji University and two master degrees in Math and Statistics from Shanghai Jiao Tong University and Georgetown University. He graduated from Emory University with PhD degree in Economics.

Speech Title:

A Comparison of Factor Models in China



Keynote Speech 3



Prof. Luiz Moutinho

University of Suffolk, England

Biography:

Professor Luiz Moutinho (BA, MA, PhD, MAE, FCIM) is a Visiting Professor of Marketing at Suffolk Business School, Faculty of Arts, Business, and Applied Social Science, University of Suffolk, Ipswich, England, UK, and at The Marketing School, Portugal, and Adjunct Professor of Marketing, GSB, FBE, University of the South Pacific, Suva, Fiji. He has been a full professor for 32 years and has held visiting professorship positions at numerous universities worldwide. He is the Founding Editor-in-Chief of the Journal of Modeling in Management (JM2) and Co-Editor-in-Chief of the Innovative Marketing Journal. His main areas of research interest encompass marketing, management and tourism futurecast, artificial intelligence, biometrics and neuroscience in marketing, evolutionary algorithms, human-computer interaction, the use of artificial neural networks in marketing, modeling processes of consumer behavior, and futures research. Prof. Moutinho has given keynote speeches, lectures, seminars, talks, etc. in 46 countries worldwide. Prof. Moutinho has 36 books published and over 158 articles published in refereed academic journals. He has 15,580 academic citations, an h-index of 58, and an i10-index of 154 (Google Scholar, March 2023).

Speech Title:

Here and Now Future



Instructions for Presentations

Oral Presentation

1. Timing: a maximum of 15 minutes total, including speaking time and discussion. Please make sure your presentation is well timed.
2. There is no uniform template for PPT, you can design and make your own.
3. For all oral participants, you are required to take the online test between 11:00-11:30 on August 23, 2024(Beijing time) . After entering the meeting room according to the prompts, please turn on the microphone and camera, share the slides, and switch to the next page to see whether it is smooth, so as to ensure that the equipment is normal during the formal presentation. (Each person takes about 3 minutes to complete the test).

Poster Presentation

1. Maximum poster size is 1920*1080 (16:9) , and send the file (JPG) to Conference secretary (icftbm@163.com) before 12:00 on August 20, 2024.
2. There is no uniform template for Poster, you can design and make your own.



Notice for Participants

欢迎各位专家学者们参加 2024 年第二届金融，贸易和商业管理国际学术会议（FTBM 2024），为了您在会议期间方便顺利，请注意以下事项：

Welcome all leaders and researchers to the 2024 2nd International Conference on Finance, Trade and Business Management（FTBM 2024）. For your convenience during the conference, please pay attention to the following concerns:

线上参会：

1. 会议将通过线上形式召开，请提前先下载 **ZOOM** 最新版。
下载链接：<https://zoom.us/download>（复制到浏览器中打开链接）
2. 参会者可根据参会日程，输入对应的会议 ID 和密码，进入线上会议室。
ZOOM 会议室：843 7811 1556 密码：240824
*进入会议室后，请将名称改为自己的姓名拼音；
*口头汇报人员请至少提前 1 个小时进入会议室等候，开始演讲时请打开摄像头。

Online Conference

1.The online conference will be held on **ZOOM Meeting**. To participate online, please download the latest version of ZOOM first.

Download link: <https://zoom.us/download>

2.You can access the online conference room by the following way: (**Please use your real name in the meeting room.**)

Input the ZOOM Meeting ID and the Password respectively, which is shown on the conference agenda.

Conference ID: 843 7811 1556 Password: 240824

