

ZEUS PRESS

Financial Economics Research



VOLUME 3 · ISSUE 2 · 2026

E-ISSN 3006-3663 · P-ISSN 3006-3655

© 2026 The Author(s). Authors retain copyright in their articles.



ZEUS PRESS

FER

Financial Economics Research



OPEN ACCESS · DOUBLE-BLIND PEER-REVIEWED ACADEMIC JOURNAL

VOLUME 3 · ISSUE 2 · 2026

E-ISSN 3006-3663 · P-ISSN 3006-3655

<https://journals.zeuspress.org/index.php/fer/index>

FINANCIAL ECONOMICS RESEARCH · JOURNAL · VOLUME 3 · ISSUE 2 · 2026

ZEUS PRESS

Financial Economics Research

FER

ISSUE

Volume 3 · Issue 2 · 2026

PUBLISHED BY

Zeus Press

OPEN ACCESS · DOUBLE-BLIND PEER-REVIEWED ACADEMIC JOURNAL

VOLUME 3 · ISSUE 2 · 2026

E-ISSN 3006-3663 · P-ISSN 3006-3655 · DOI Prefix 10.70267

<https://journals.zeuspress.org/index.php/fer/index>

Recommended citation: Financial Economics Research, Volume 3, Issue 2 (2026).

Financial Economics Research

ISSN	3006-3663 (Online), 3006-3655 (Print)
DOI PREFIX	10.70267
WEBSITE	https://journals.zeuspress.org/index.php/fer/index
CONTACT	service@zeus-press.org ; +852 56089963

ABOUT THE JOURNAL

Financial Economics Research (FER) is a double-blind peer-reviewed, open-access journal that publishes high-quality research in the field of financial economics. The journal aims to provide a platform for scholars, researchers, and practitioners to share cutting-edge research and insights that contribute to the understanding and enhancement of financial markets, institutions, and practices.

TYPES OF SUBMISSION

The journal publishes: (1) full-length articles, (2) review articles, (3) book reviews, (4) discussion notes and (5) articles in translation.

EDITORIAL AND PEER-REVIEW POLICY

All research articles are subject to editorial assessment and double-blind peer review. The journal follows recognized standards of publication ethics, research integrity, transparency and correction.

PUBLICATION ETHICS AND INTEGRITY

The journal applies principles of research integrity, transparent authorship, disclosure of competing interests, data accuracy and prompt correction of the scholarly record. Suspected misconduct is assessed through an impartial editorial process.

AUTHOR RESPONSIBILITIES

Authors retain responsibility for the accuracy, originality and ethical compliance of their work, including acknowledgements, funding statements, data availability and conflict-of-interest disclosures.

PERMISSIONS

The author is responsible for obtaining all permissions required before submission. Permission and owner details must be provided for third-party content, methods, software, questionnaires and scales. Authors must check applicable licences, obtain permission where required, and include confirmation in the Materials and Methods section.

OPEN ACCESS LICENCE

This publication is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0), which permits noncommercial use, sharing, adaptation, distribution and reproduction with appropriate credit, a link to the licence, and an indication of changes.

DIGITAL PRESERVATION AND RECORD

The publisher supports long-term accessibility of the scholarly record through persistent identifiers, structured metadata and established digital preservation practices. Version and correction information should remain linked to the article of record.

© 2026 The Author(s). Authors retain copyright in their articles.

Published by: Zeus Press

Address: Flat/Rm 91_3 9/F Chinachem Golden Plaza No.77 Mody Road Tsim Sha Tsui KL, Hong Kong

Individual paper reprints: service@zeus-press.org

Contents

ESG, Financial Constraints, and Green Technology Innovation: Evidence from China with the Moderating Role of Environmental Public Attention.....	1
<i>Jiawen Wang</i>	
Research on the Financial Performance of Scenario-Oriented Transformation of Business Models:An Exploratory Case Based on Suning.com.....	11
<i>Rui Tang, Feimei Liao</i>	
Media Information Dissemination Mechanisms and Capital Market Effects.....	18
<i>Haotian Wu</i>	
Application of Generative Artificial Intelligence in Financial Innovation and Risk Management.....	28
<i>Jianheng Zhang</i>	
CSR Governance Framework for Internet Platform Enterprises.....	34
<i>Rongjia Su, Quan Yuan</i>	
The Underlying Logic, Practical Challenges and Optimal Pathways for Urban Commercial Banks to Expand into and Empower the New Rural Collective Economy.....	40
<i>Zhuoya Jiang, Conghui Wu, Yaru Li, Liye Zhu</i>	
The Impact of 5G Factory Construction on Corporate Financial Efficiency— An Empirical Analysis Based on Manufacturing Listed Companies on the Shanghai and Shenzhen A-Share Markets.....	52
<i>Ziyao Song</i>	
The Impact of New Quality Productive Forces on Firm Performance and Its Mechanisms.....	60
<i>Ruixuan Zhang</i>	
Valuation Analysis of Alibaba Using P/E, P/B, and EV/EBITDA Models.....	79
<i>Kairong Yang</i>	
How the Digital Economy Shapes Workers’ Employment Choices: Internal Mechanisms and Empirical Evidence on Informal Employment.....	85
<i>Yunshan Xie</i>	
Balanced Scorecard and Its Application in Enterprises: A Case Study of ANTA Sports Products Co., Ltd.....	98
<i>Jinwei Fang</i>	
Safety-First Pension Funds, Governance, and Market Risk: Evidence from China’s A-Share Market.....	108
<i>Yun’e Xie</i>	
A Three-Dimensional “Government–Power–Carbon” Collaborative Optimization Framework for Energy-Intensive Industrial Parks.....	120
<i>Mengyao Ren, Miao Shi</i>	
An Analysis of Regional Differences in Consumption Expenditure Levels in China Based on Hierarchical Clustering.....	137
<i>Yawen Shi</i>	
The Impact of the Negative List System for Market Access on Real Earnings Management: Evidence from a Multi-period DID Quasi-natural Experiment.....	149
<i>Junhan Sun</i>	
How Management Incentives Influence Corporate Financial Performance: A Mediating Effect Analysis Based on ESG Performance.....	161
<i>Jiayi Li</i>	
Money Intuition in Digital Financial Behavior: The Impact Mechanism of Mobile Payment and Credit Consumption on Financial Risk Perception among Quasi-Digital Natives.....	168
<i>Jiyu Yuan</i>	
Digital Twin Technology Drives Real-Time Scheduling Optimization for Port Container Operations: A Verification Study Centred on the Goals of Efficiency Improvement and Cost Control.....	176
<i>Minghan Huang</i>	

Research on the Brand Competitiveness Empowerment Path of Tencent's Silver-haired Service ESG Practices Driven by the Emotional Consumption of the Silver-haired Group in the Digital Era.....	183
<i>Ke Mi</i>	
The Impact of Retirement on Urban Residents' Participation in Commercial Pension Insurance: An Empirical Analysis Based on Fuzzy Regression Discontinuity Design.....	191
<i>Zilong Zhang</i>	
How Does Green Innovation Affect Corporate Profitability? An Empirical Study Based on the Mediating Effect of Green Patents of Agricultural Listed Companies.....	208
<i>Ziqi Zhang, Shuangxiao Li</i>	
Research on the Impact of Population Aging on the Real Exchange Rate.....	225
<i>Huifan Chen</i>	
AI Intervention in the Irrational Behavior of Individual Investors in the Securities Industry -- Based on the Construction of Financial Culture.....	231
<i>Chengjun Zou</i>	
The Dampening Effect of Green Finance Reform Policies on Corporate Green Innovation Bubbles: An Empirical Study of Chinese A-Share Listed Companies.....	237
<i>Zixin Xu</i>	
Research on the Impact of Digital Financial Literacy on Household Financial Portfolio Allocation Efficiency.....	255
<i>Li Yang, Chen Yang</i>	
The Impact of IP Holdings of Listed Gaming Companies on Investment Efficiency.....	270
<i>Mada Su</i>	
The Alienation of Behavioral Biases Among A-Share Investors from a Localization Perspective.....	277
<i>Zekai Jiang</i>	
Analysis of the Factors Influencing Residents' Cultural Consumption Expenditure——From the Perspective of Online Retail Use.....	284
<i>Yulu Xia</i>	
From Regulatory Text to Bank Behaviour: The Institutional Logic of the Basel NSFR Framework and Its Manifestation in HSBC.....	296
<i>Chengji Liu</i>	
Correlation Analysis of Time Value of Cash Flow and Pricing in IPO Enterprises —— Based on Multi-period Cash Flow Model.....	308
<i>Hongwei Huang</i>	
The Impact of Artificial Intelligence Industry Development on Service Exports: A Systematic Review Approach.....	314
<i>Youyu Pan</i>	
Analysis on the Formation Causes of AH Premium and the Reverse Premium Anomaly of Leading Companies.....	321
<i>Yuexing Zhu</i>	
The Impact of Talent Introduction Intensity on Corporate Artificial Intelligence Levels: Empirical Evidence from Chinese A-Share Listed Companies.....	328
<i>Shanlin Bi</i>	
A Study on the Impact of ESG Performance on Corporate Performance——Based on the Moderating Effect of Digital Transformation.....	340
<i>Qian Li</i>	
Analysis of the Factors Influencing Residents' Cultural Consumption Expenditure——From the Perspective of Online Retail Use.....	361
<i>Yulu Xia</i>	
Research on the Influencing Factors and Optimization Strategies of Enterprise Capital Structure.....	373
<i>Chenyu Wang</i>	
Analysis of the Mechanism by Which Investor Sentiment Affects Stock Market Volatility.....	379
<i>Junbin Liang</i>	

Research on the Sustainable Development Capacity of CATL - Based on Financial Data from 2015 to 2024.....	385
<i>Yukang Liang</i>	
What Makes Consumers Buy: A Study of Go–Stop Psychological Signals in L'Oréal's FMCG Marketing....	400
<i>Jiaxin Shi</i>	
Heterogeneous Analysis of RMI on Urban Consumption Vitality: An Empirical Study Based on Panel Data of 50 Cities.....	407
<i>Haoyu Qin</i>	
Extreme Weather Impacts on Stock Price Crash Risk: Evidence from China.....	413
<i>Wenjing Ma, Jiusheng Chen</i>	
Integrating ESG into Factor Pricing Models and Actuarial Risk Estimation: Implications for Venture Capital.....	430
<i>Linlang Song</i>	