

## CONTENTS

- 1      Personal Branding for University Graduates: A Literature Review  
**Nthabeleng Rammile**
- 8      Analysis of the Benefits of Intelligent LED Lighting Control Systems in Commercial Environments  
**Donghong Chen**
- 16     Trends in the Consumption of Eco-Friendly Fashion Accessories in the US Market and Corporate Strategies  
**Piao Chen**
- 25     The Role of Data-Driven Digital Transformation of SMEs: Practices and Challenges — A Case Study of Guangxi Nanning Tiange Asset Management Co., Ltd  
**Xiaoying Yang**
- 34     Green Logistics: Environmental Impact Assessment of Intelligent Logistics Automation  
**Shengtao Lin**
- 43     Innovation in Sustainable Packaging in the US Market: A Case Study of Shenzhen Kindvast Paper Display Products Co., Ltd.  
**Weizhao Huang**
- 50     The Application of Digital Marketing Strategies in the Localization of LED Lighting Brands in the US Market  
**Xueping Wei**