

CONTENTS

- 1 Level of Self-Assessed Entrepreneurial Competence of Students from Accountancy, Business and Management Programs
Mark Kevin Astrero, Joyce Irene R. Velasco
- 28 “From Embroidery to Empowerment”: Exploring Barriers to Shui Women’s Economic Mobility
Yichen Sun
- 38 The Role of Cross-Cultural Communication in Enhancing the Global Competitiveness of American Firms: A Case Study of American Multinational Corporations
Qin Mu
- 43 The Inside Job or Outside Rule: How Six Governance Forces Shape UK Board Independence?
Runmin Qiu
- 72 Enterprise Management Digital Transformation: A Strategic Framework for SMEs
Changshan Cui
- 79 The Digital Transformation Framework for Small and Medium-Sized Enterprises: Theoretical Foundations and Practical Applications
Shuang Liu
- 86 Digital Intelligence in Brand Marketing: A Research on Ecosystem Reconstruction Through Big Data and AI
Nanhong Li
- 93 Research on Optimizing Risk Management of Securities Institutions Under Financial Cycle Fluctuations
Xie Cheng
- 97 From Soft Power to Sports Economy: The Global Significance of Zheng Qinwen’s Olympic Victory in Chinese Tennis
Xinrui Wang

CONTENTS

- 107 B2B Marketing Automation: Evaluation and Dynamic Optimization
Bo Lu
- 114 Federated Learning: Privacy-Preserving Data Sharing and Underwriting Applications in the Insurance Industry
Ying Nie
- 121 Creating Smart Manufacturing Based on AGI Twins and Interacting Intelligent Platforms
Evgeniy Bryndin
- 132 Analysis of the Strategic Game in Sino-US Rare Earth Trade Conflicts and Cooperation: The Complexity of Great Power Competition and Interdependence
Zijia Peng
- 145 Machine Learning in Financial Time Series Forecasting: A Systematic Review
Xuanqi Yang