

# CONTENTS

Analyzing the Effect of COVID-19 on Household Consumption of Small Luxury Goods in Qingyuan City, China Using the Lipstick Effect / Huang Jiaqi <sup>1</sup> , Jan Lorenzo G. Alegado <sup>2</sup> .....	1
The correlation between performance appraisal, employee turnover and human resource expenditure in textile and garment industry: a study based on employee performance / Fan Xulei .....	4
Globalization and the Strategic Transformation and Management Optimization of Multinational Corporations / Huang Xu .....	9
Countermeasures Research on Preventing Accounting Firms from Providing Audit Services on the Basis of Contingent Fees / Xu Wenjian .....	22
The Mediating Effect of Intellectual Capital In The Hisense Group / Zhao Jingqi .....	25
Research on the development path of Jianghua Micro and special motor industry / Xie Liang, Jiang Jiaying .....	30
Analysis on the Dynamic Pricing Strategies and User Choice Behaviors of Online Car-hailing Platforms under the Sharing Economy Model / Bai Jiang .....	34
International Comparison and Optimization Strategies of the Negative List Management Model for Crossborder Service Trade in Free Trade Pilot Zones / Liu Xiaoguang .....	40
Research on Social Media Data Mining and Precision Marketing Strategies in the Digital Marketing Transformation of Enterprises / Gao Jie .....	45
Research on the Application Effect Evaluation and Ethical Challenges of Artificial Intelligence in Financial Investment Advisory Services / Yang Keke .....	51
Research on the Formation Mechanism and Development Path of Rural E-commerce Industrial Clusters under the Rural Revitalization Strategy —— Taking Suichang, Zhejiang as an Example / Wang Liping .....	57
Research on the Influence Mechanism and Empirical Study of Green Finance on the Innovation Performance of New Energy Enterprises / Wu Demin .....	63
Research on the Model Innovation and Risk Prevention and Control of the Integrated Development of the Medical and Health Industry and Finance / Yan Yufei .....	73