

ISSN 2331-5059

Volume 12 Number 3 2024



# *Advances in Economics and Business*

<http://www.hrpub.org>

**Horizon Research Publishing, USA**



## Advances in Economics and Business

Advances in Economics and Business is an international peer-reviewed journal that publishes original and high-quality research papers in all areas of economics and business. As an important academic exchange platform, scientists and researchers can know the most up-to-date academic trends and seek valuable primary sources for reference. The subject areas include, but are not limited to the following fields: Agricultural Economics, Behavioral Economics, Bioeconomics, Business Administration, Business Analysis, Business Ethics, Complexity Economics, Computational Economics, Consumer Economics, Development Economics, Ecological Economics, Econometrics, Economic Geography, Industrial and Labor Relations, Marketing, Risk Management and Insurance.

## General Inquires

Publish with HRPUB, learn about our policies, submission guidelines etc.

Email: [editor@hrpub.org](mailto:editor@hrpub.org)

Tel: +1-626-626-7940

## Subscriptions (Electronic Version Only)

**Journal Title:** Advances in Economics and Business

**Journal's Homepage:** [http://www.hrpub.org/journals/jour\\_info.php?id=18](http://www.hrpub.org/journals/jour_info.php?id=18)

**Publisher:** Horizon Research Publishing Co.,Ltd

**Publication Frequency:** bimonthly

**Electronic Version:** freely online available at [http://www.hrpub.org/journals/jour\\_info.php?id=18](http://www.hrpub.org/journals/jour_info.php?id=18)

## Online Submission

Manuscripts should be submitted by Online Manuscript Tracking System (<http://www.hrpub.org/submission.php>).

If you are experiencing difficulties during the submission process, please feel free to contact the editor at [submission@hrpub.org](mailto:submission@hrpub.org).

## Copyright

Authors retains all copyright interest or it is retained by other copyright holder, as appropriate and agrees that the manuscript remains permanently open access in HRPUB 's site under the terms of the Creative Commons Attribution International License (CC BY). HRPUB shall have the right to use and archive the content for the purpose of creating a record and may reformat or paraphrase to benefit the display of the record.

## Creative Commons Attribution License (CC-BY)

All articles published by HRPUB will be distributed under the terms and conditions of the Creative Commons Attribution License(CC-BY). So anyone is allowed to copy, distribute, and transmit the article on condition that the original article and source is correctly cited.

## Open Access

Open access is the practice of providing unrestricted access to peer-reviewed academic journal articles via the internet. It is also increasingly being provided to scholarly monographs and book chapters. All original research papers published by HRPUB are available freely and permanently accessible online immediately after publication. Readers are free to copy and distribute the contribution under creative commons attribution-non commercial licence. Authors can benefit from the open access publication model a lot from the following aspects:

- High Availability and High Visibility-free and unlimited accessibility of the publication over the internet without any restrictions;
- Rigorous peer review of research papers----Fast, high-quality double blind peer review;
- Faster publication with less cost---Papers published on the internet without any subscription charge;
- Higher Citation----open access publications are more frequently cited.

# Advances in Economics and Business

---

## Editor-in-Chief

Prof. Tatyana Golubkova                      Baltic International Academy, Latvia

## Honorary Editor-in-Chief

Dr. Jiying Yin                                      Monash University, Australia

## Deputy Editor-in-Chief

Prof. Tin-Chun Lin                                Indiana University Northwest, USA

Prof. José Manuel Dias Lopes                University of Lisbon, Portugal

Dr. Chitharanjandas Chinnapaka            University of Brighton, UK

Assoc. Prof. Sanghoon Nam                    University of Victoria, Canada

## Members of Editorial Board

Prof. Anwar Al Quraan                         Yarmouk University, Qatar

Prof. Juan Sebastian Castillo Valero        University Castilla-La Mancha, Spain

Prof. Mohammad Reza Lotfalipour         University of Ferdowsi, Iran

Prof. Helmut Kohlert                          Esslingen University, Germany

Prof. Evgeny Popov                              Ural Branch of the Russian Academy of Sciences, Russia

Prof. Clifford Fisher                            Purdue University, USA

Prof. Alexander Masharsky                    Baltic International Academy, Latvia

Prof. Fernando Ballabriga Claver á         Ramon Llull University, Spain

Prof. Neven Šerić                                Faculty of Economy, University of Split, Croatia

Prof. Yueyun(Bill) Chen                        University of the West, USA

Prof. Maija Zakrizevska Belogradova       RISEBA University, Latvia

Prof. Candida Bussoli                         LUM Jean Monnet University, Italy

Prof. Fazıl GÖKGÖZ                            Faculty of Political Sciences, Ankara University, Turkey

Prof. Hülya Öztop                              Hacettepe University, Turkey

Prof. Rustem M. Nureev                        Financial University under the Government of Russian Federation, Russia

Prof. Sladjana Vujičić                        Faculty of Business Economics and Entrepreneurship, Serbia

Prof. Elita Jermolajeva                        Latvia University of Life Sciences and Technologies, Latvia

Dr. Hong-Oanh Nguyen                        University of Tasmania, Australia

Dr. Ozan Kaya                                  Mugla Sıtkı Kocman University, Turkey

Dr. Jakub Soviar                                University of Zilina, Slovakia

Dr. Denise Hawkes                             Business School, University of Greenwich, UK

Dr. Julia Pinkovetskaya                        Ulyanovsk State University, Russia

Dr. Emiliano Sironi                            Catholic University, Italy

Dr. Keshab Bhattarai                         Business School, University of Hull, UK

Dr. Dimitrios Vortelinos                      University of Lincoln, UK

ISSN 2331-5059

# Table of Contents

## Advances in Economics and Business

Volume 12 Number 3 2024

**Competitiveness of Indonesia and Thailand's TSNR (Technically Specified Natural Rubber) Exports in the International Market**

*(<https://www.doi.org/10.13189/aeb.2024.120301>)*

Mutiara Ria Despita Maharani, Titin Agustina, Ati Kusmiati, Yuli Hariyati, Ebban Bagus Kuntadi, Agus Supriono .....23

**A Study on the Consumer Risk Perceptions for FinTech Platforms in India**

*(<https://www.doi.org/10.13189/aeb.2024.120302>)*

Richa Kalpesh Saxena, Abhishek Budki, Anish Gupta .....33



# *Advances in Economics and Business*

## Call for Papers

Advances in Economics and Business is an international peer-reviewed journal that publishes original and high-quality research papers in all areas of economics and business. As an important academic exchange platform, scientists and researchers can know the most up-to-date academic trends and seek valuable primary sources for reference.

### Aims & Scope

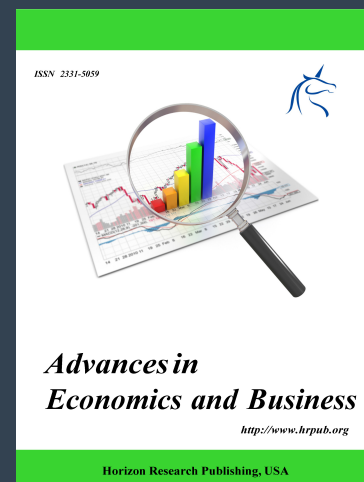
- Agricultural Economics
- Behavioral Economics
- Bioeconomics
- Business Administration
- Business Analysis
- Business Ethics
- Complexity Economics
- Computational Economics
- Consumer Economics
- Development Economics
- Ecological Economics
- Econometrics
- Economic Geography
- Industrial and Labor Relations
- Marketing
- Risk Management and Insurance

### Editorial Board

Prof. Tatyana Golubkova	Baltic International Academy, Latvia
Dr. Jiying Yin	Monash University, Australia
Prof. Tin-Chun Lin	Indiana University Northwest, USA
Prof. José Manuel Dias Lopes	University of Lisbon, Portugal
Dr. Chitharanjandas Chinnapaka	University of Brighton, UK
Assoc. Prof. Sanghoon Nam	University of Victoria, Canada
Prof. Anwar Al Quraan	Yarmouk University, Qatar
Prof. Juan Sebastian Castillo Valero	University Castilla-La Mancha, Spain
Prof. Mohammad Reza Lotfalipour	University of Ferdowsi, Iran
Prof. Helmut Kohlert	Esslingen University, Germany
Prof. Evgeny Popov	Ural Branch of the Russian Academy of Sciences, Russia
Prof. Clifford Fisher	Purdue University, USA
Prof. Alexander Masharsky	Baltic International Academy, Latvia
Prof. Fernando Ballabriga Claveria	Ramon Llull University, Spain
Prof. Neven Šerić	Faculty of Economy, University of Split, Croatia
Prof. Yueyun(Bill) Chen	University of the West, USA
Prof. Maija Zakrizevska Belogradova	RISEBA University, Latvia
Prof. Candida Bussoli	LUM Jean Monnet University, Italy
Prof. Fazıl GÖKGÖZ	Faculty of Political Sciences, Ankara University, Turkey
Prof. Hülya Öztop	Hacettepe University, Turkey
Prof. Rustem M. Nureev	Financial University under the Government of Russian Federation, Russia
Prof. Sladjana Vujičić	Faculty of Business Economics and Entrepreneurship, Serbia
Prof. Elita Jermolajeva	Latvia University of Life Sciences and Technologies, Latvia
Dr. Hong-Oanh Nguyen	University of Tasmania, Australia

### Manuscripts Submission

Manuscripts to be considered for publication have to be submitted by Online Manuscript Tracking System(<http://www.hrpub.org/submission.php>). If you are experiencing difficulties during the submission process, please feel free to contact the editor at [submission@hrpub.org](mailto:submission@hrpub.org).



### Contact Us

Horizon Research Publishing  
2880 ZANKER RD STE 203  
SAN JOSE, CA 95134  
USA  
Email: [editor@hrpub.org](mailto:editor@hrpub.org)

Submit your paper at [http://www.hrpub.org/journals/jour\\_submitmanuscript.php?id=18](http://www.hrpub.org/journals/jour_submitmanuscript.php?id=18)

Available Online [http://www.hrpub.org/journals/jour\\_info.php?id=18](http://www.hrpub.org/journals/jour_info.php?id=18)