

# The Opportunist

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An interesting shift in the car market is taking shape. Judging by the products being showcased by major car makers at this year's events such as the Philadelphia Auto Show, companies are building their products to fit their new target audience: Millennials.

Compact, self-driving, super-efficient, and technologically savvy vehicles have stolen the show in the beginning of 2017. Whereas some people may see this trend as negligent to those who truly love cars and detrimental to the overall driving experience, there may be benefits which could potentially outweigh this cost.

Honda has presented its new smart car concept, the NeuV. The NeuV contains a touch screen encompassing the entirety of the dash which would be familiar to anyone with an iPad, and an AI named Hana inspired by Siri and Alexa. The small, boxy design is extraordinarily handy for urban environments and it can drive itself anywhere with zero

manual input. This is what car companies believe the next generation of car buyers will be looking for, and they might be right.

Looking at just the base level car entries, the standard technology is becoming more sophisticated as the model years roll on. Back-up cameras have become common, touchscreens on the dashboard are more intuitive, and we can operate features of the cars using our phones alone. Integration and personalization are the key words at play in this market aimed directly at Millennials. Many upcoming cars will have integration with AIs, and soon enough we may find ourselves with cars that understand our likes, dislikes, moods, and daily schedules. Truth be told, this is a clear strategy to sell more tech products since everyone on the planet seems to own a smartphone. However, a positive externality of all this hardware coming to cars is its shift towards safety. Lane Keep Assist, Automatic Braking, Adaptive Cruise Control, and many more are all safety features being introduced into vehicles on the road which might save us from our distracted selves. The old attitude of disliking technology in cars which make us less likely to pay attention to the road may be outdated since these additions will be working to solve that very problem instead of exacerbating it.

In the very near future, the aforementioned features may soon be found in almost every automobile on the lot as a fleet of tiny electric cars sort themselves autonomously along the city streets where the generation Y'ers make their homes. Whether or not this trend truly comes to fruition is yet to be seen, however it is quite doubtful that the future holds anything but an even more technology driven market for all aspects of life. On the bright side, more computers may spell less accidents and fewer automotive related deaths which few can deny is a step in the right direction.

-John Fitzpatrick, '17

"Honda NeuV Concept Preview: 2017 CES". 2017. *Cars.Com*. Accessed January 18 2017. <https://www.cars.com/articles/honda-neuv-concept-preview-1420692900940/>.

## *Visiting Economics Major*

The Fall 2016 semester was especially memorable for the Economics Department which had a visiting student from China Pharmaceutical University (CPU) in Shanghai, China. Jeremy Shen is a Pharmaceutical Economics major who came to Saint Joseph's University on a study abroad program for the semester. He explored much of Philadelphia as well as enjoyed all of what SJU has to offer.

### **1. What made you want to come to Saint Joseph's University?**

My university has an exchange program with SJU and I've always had the aspiration to study in USA. After doing some research I liked the economics major classes in US compared with other universities who also have cooperation with my university, SJU's Economics major is the best.



### **2. What's the difference between the Economics Department here and CPU?**

My major in China is pharmaceutical economics, a mixed major, half pharmacy half economics. It's hard to describe the differences directly between the two kinds of Economics Departments. But one thing I'm sure is the amount of homework at SJU are more than my university in China.

### **3. What did you learn from taking Principles of Macroeconomics here in the US?**

That's really an interesting question. Actually, I've already taken the Principles of Macro in China. The reason I take that kind of class again is looking for the differences between USA and China's Macro classes. To be honest, I learned the knowledge again, just enhancing my memory. But my Macro professor John Ostick is really impressive.

### **4. What was your favorite moment while being in America?**

The night view I saw at the top of the empire building in Manhattan. The most prosperous night view of the world shocked me. At that moment, I realized why US is the most prosperous country of the world.

### **5. Would you consider coming to America again? If so, when?**

Of course I will come back to America. Maybe when I want to get a Master's degree, the US will be my first choice.

-Jarrett Hurms, '18

## *Economics Internship Program*

The Economics Department's Internship Program (ECN 491) is now in its 5th year and as of Fall 2017, a total of 101 students have participated. Students with a broad range of interests have worked in the public sector (in 6 different government offices), in financial firms (20 different ones), and in non-profit organizations (7). The health sector is the largest employer in the Philadelphia area, and our econ majors have worked with 5 different health related employers. Securities and Exchange Commission, Textron, Philadelphia Zoo, Lankenau Hospital, US Department of Labor and Philadelphia Eagles are all possibilities for students. Don't miss this opportunity to get real world experience in your area of interest., and, at the same time, get upper division economics course credit for the supportive academic work you do in ECN 491. Interested students should contact Dr Bookman at [mbookman@sju.edu](mailto:mbookman@sju.edu). ECN 491 is open to econ majors and minors with a minimum 3.0 GPA. Internships can be done in Fall, Spring and Summer. The choice places fill up early so act fast!

## *Upcoming Events*

Details may be subject to change, so check your email for any updates.

- ♦ **Interview and Resume Workshop**- Free Period, Greaton Room, February 9th.
- ♦ **Distinguished Guest Speaker Event** With The Commissioner of the Federal Energy Regulatory Commission, Ms. Cheryl A. LaFleur, On Energy Policy– Free Period, Wolfington Teletorium, March 23rd.
- ♦ **Bureau of Labor Statistics Presentation** With Regional Commissioner Sheila Watkins- Free Period, Wolfington Teletorium, March 30th.
- ♦ **Alumni Guest:** Kevin Connors, Former Fulbright Scholar, Speaking on the Fulbright Program and His Work in China and at Wharton - Free Period, Greaton Room, April 13th.
- ♦ **ODE Reception** for Honors Society Inductees and Families- 6-8 PM, Mandeville Dining Room, April 25th.
- ♦ **Happy Hour** at Landmark– 4-6PM, April 26th.



## *SJU Economics on Social Media*

In an effort to connect our students, faculty, alumni, and employers in real time, the Economics Department maintains its social media efforts. All are encouraged to follow the department on Facebook and Twitter. Using these sites, we'll be posting alumni updates and congratulations, job listings for economics students, departmental events, and university updates. Dr. Crispin also live-tweets with photos from major department events like Alumni Networking Nights and graduation. If you have any updates or information that you'd like to share, please email Dr. Crispin at [lcrispin@sju.edu](mailto:lcrispin@sju.edu).

We also encourage all of our current students and alumni to get "linked in" with one another. This will help to facilitate informal networking outside of our official networking night. The Undergraduate Economics Society has a group on Linked In (search for Saint Joseph's University Undergraduate Economic Society) that all are welcome to join. Please contact the Economics Society President, John Degnan, or any of the Board Members for more details.



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## *Call for Alumni Volunteers*

Interested in participating in a future panel? We're always looking for alumni to return to Hawk Hill and share their experiences with us! Please contact Dr. Laura Crispin to discuss ([lcrispin@sju.edu](mailto:lcrispin@sju.edu)).

## *Internships*

Interested in an internship? Stop by the Economics Department located in 107 Barbelin Hall to speak with Dr. Bookman or contact her at [mbookman@sju.edu](mailto:mbookman@sju.edu). Learn more about the companies that hire our majors and where current Econ students are interning. Our internship class, ECN 491, is held throughout the year so be sure to stop by! You don't want to miss out on an amazing opportunity!

## *Your Opportunity to Write for The Opportunist!*

One good way to beef-up your resume is to write for The Opportunist. The Opportunist is the Economics Department's newsletter and we need more students who can provide articles. What will you do? Maybe you would interview an Economics graduate or a professor or write an article on the world economy today. Or maybe you have something to say. If you are interested please let Dori know and the staff will contact you and prep you for the next issue.

-Dr. Crispin

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