ECON ESSENTIALS

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FEATURES

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Game Theory Special: Can you beat the house?

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Eco-Nomics

Exploring how sustainable practices impact economic strategies, from green technologies to responsible business models, and how industries are adapting to balance profitability with environmental responsibility.

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WORLD OF BUSINESS AND ECONOMICS

The Bulletin

India’s scaling renewables sector is powering environmental, social and economic progress

Positive externalities

India’s renewable energy revolution is transforming lives in rural areas by providing reliable power through solar panels and wind turbines. This shift supports farmers with steady energy, enhances income, and increases resilience against climate change. The benefits extend to stable job creation, from solar farm construction to wind turbine maintenance, and personal improvements such as children studying under electric lights and healthcare centers storing medicines in solar-powered fridges. Additionally, the environment benefits from reduced pollution, slowed deforestation, and protected habitats. India’s renewable energy efforts are thus fostering a sustainable and inclusive future where both people and nature thrive.

Find out more

The rising dominance of the Giffen goods in India's consumption pattern

Inflation

The Moneycontrol article critiques the 2024 Union Budget, questioning its optimistic growth narrative. It argues that while the budget presents a hopeful economic outlook, and often overlooks significant issues like rising inflation, insufficient job creation, and widening income inequality. The article also discusses the concept of "Giffen goods," which are items that people buy more of as their prices rise, contradicting basic economic principles. This analogy is used to highlight how the budget’s projections may not align with real economic conditions, suggesting that the government’s optimistic figures might mask deeper, unresolved economic problems.

Find out more

US committed to Bangladesh's economic growth, to give $202 million more in aid

Foreign aid

The news article reports that the United States has announced a new aid package for Bangladesh worth $202 million. This funding is intended to bolster Bangladesh's economic development and support its growth. The aid will likely be used for various initiatives that could include improving infrastructure, enhancing education, and supporting economic projects. This move highlights the U.S.'s commitment to strengthening its relationship with Bangladesh and aiding in its economic progress.

Find out more

Indian Stock Market Overview

Macroeconomics

On September 15, 2024, the Indian stock markets had a mixed performance, with the Sensex and Nifty experiencing fluctuations influenced by global economic trends and domestic factors. The day also saw several companies releasing their quarterly earnings reports, which showed varied performances across sectors and affected stock prices and investor sentiment. Additionally, the latest economic data revealed trends in inflation and economic growth, shedding light on how these factors might shape the business environment. Updates on new or upcoming government policies were also highlighted, including changes in tax regulations and trade policies, which could have significant implications for business operations and market conditions.

Find out more

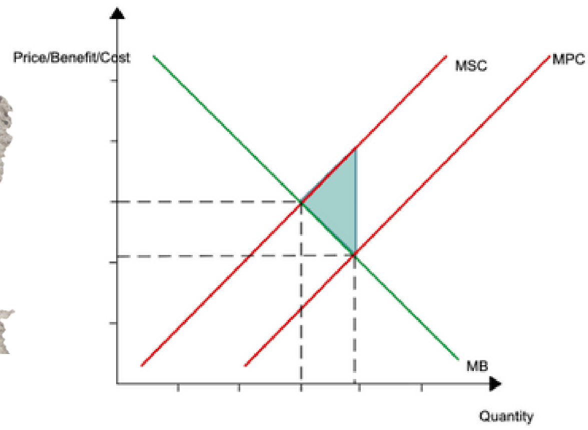
Econ Eclairs

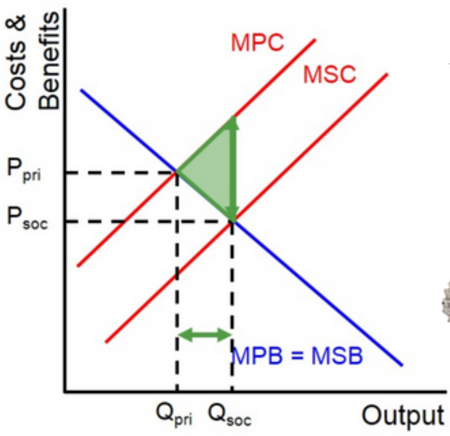
Find a delightful selection of IB Economics theories, concepts, and principles that will expand your horizons and support your academics.

UNSEEN COSTS: THE EFFECTS OF ECONOMIC EXTERNALITIES

Externalities refer to the unintended consequences or impacts of economic activities that affect third parties who are not directly involved in any of the transactions. They can be either positive or negative, depending on whether they generate benefits or impose costs on society. In both cases, these externalities lead to market failure, as the market does not allocate resources efficiently without government intervention, leading to allocative inefficiency.

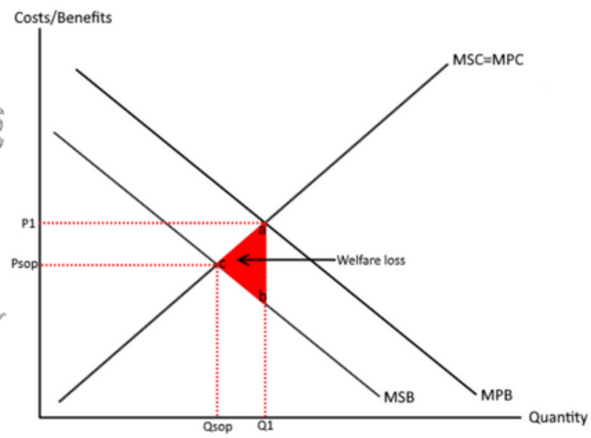
Negative Externalities of Production: These occur when the production of a good or service imposes costs on third parties. For example, a factory may produce pollution, harming the environment and the health of nearby residents. In such cases, the social costs exceed the private costs, leading to overproduction from society's perspective.

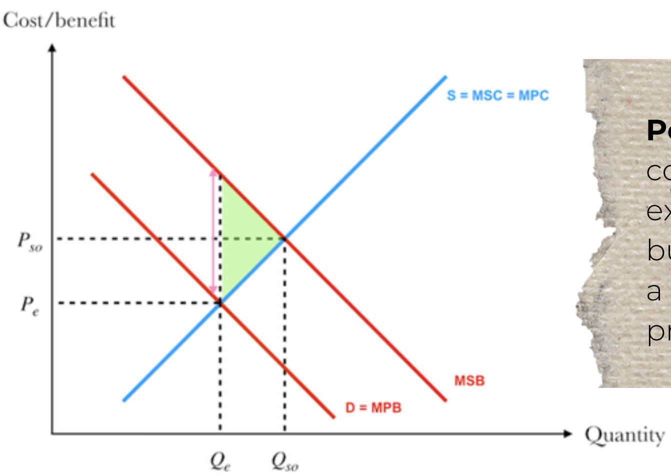




Positive Externalities of Production: These arise when production benefits third parties. For instance, a company providing worker training may enhance employees' skills, which could benefit future employers or society. In this case, the social benefits are greater than the private benefits, leading to underproduction from a societal standpoint.

Negative Externalities of Consumption: These occur when the consumption of a good imposes costs on others. For example, smoking in public places can harm non-smokers through secondhand smoke. Here, the social costs exceed the private costs, leading to overconsumption.





Positive Externalities of Consumption: These happen when consuming a good generates benefits for third parties. For example, getting vaccinated not only protects the individual but also prevents the spread of diseases, benefiting society as a whole. In this case, the social benefits are greater than the private benefits, leading to underconsumption.

THE DILEMMA OF COMMON POOL RESOURCES

Imagine a group of villagers sharing a single well of water. At first, everyone uses it sparingly, however as time passes, some villagers take more than they share thinking that their small extra use won't matter. Shortly, the well runs dry and all the villagers are worse off. This is the dilemma of common pool resources.

Common pool resources can be defined as the type of resources that are not owned by anyone, don't have a price and are available for anyone to use without payment or any other restrictions, just like a well, or lakes, river and fish in the open sea for that matter.

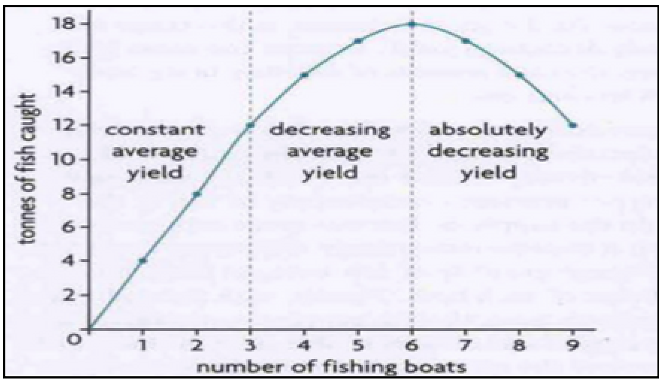
Common pool resources satisfy 2 conditions:

They are rivalrous
They are non-excludable

This means that the use of a common pool resource by one person reduces it's availability for someone else. However, it's non-excludable nature suggests that it's not possible to exclude people from using the resource as they is no price for using it. These 2 characteristics pose a serious threat to the environment such as the fact that these resources can be used abundantly without any restrictions leading to excessive depletion. This causes negative externalities and shortage of resources.

This illustrates the tragedy of the commons, where individuals acting in their own self-interest deplete a shared resource, harming everyone in the long run. For example, herders grazing cattle on common land add more cattle to increase personal gain, leading to overgrazing and resource depletion, which ultimately affects everyone. The story highlights the conflict between individual benefit and collective well-being in managing shared resources.

To refrain from the issue of tragedy of the common, we must employ sustainable use of resources in our day to day life.



Fish in open seas are common pool resources accessible to all. The graph shows that as more fishing boats enter the sea, the yield per boat decreases. Initially, three boats catch 4 tonnes each, but with the 4th boat, the average drops to 3.75 tonnes. With six boats, the yield falls to 3.2 tonnes, and after the 7th boat, the total catch decreases from 18 to 17 tonnes, showing overfishing. This illustrates that sustainable use is possible only up to the maximum yield point (18 tonnes), beyond which overfishing depletes resources, harming both the environment and users.

In conclusion, this example highlights the unsustainable use of common pool resources, as overfishing reduces the yield per boat, leading to depletion. Sustainable resource use occurs when fishing is limited to the point of maximum yield, ensuring long-term benefits. Exceeding this limit results in environmental degradation and harms all users, emphasizing the need for careful management of shared resources for a sustainable present and future.

Business Bites

Dive into essential IB Business Management theories and concepts, designed to enhance your understanding and prepare you for academic success.

CORPORATE SOCIAL RESPONSIBILITY

What it is:

A company's efforts to act in an ethically responsible manner, balancing profit-making with contributing to society. Involves addressing environmental, social, and economic concerns such that it benefits both the business and its stakeholders.

Responsibilities

Environmental Responsibilities:

Companies are encouraged to minimize their carbon footprint and adopt sustainable practices. This can range from using renewable energy to reducing waste and conserving resources.

Example:
Unilever, for instance, has integrated sustainability into its business model by reducing its water usage and committing to 100% recyclable packaging. This not only benefits the planet but also helps build a positive brand image.

Social Responsibilities:

Social responsibilities include supporting local communities, ensuring fair trade and labor practices, and promoting diversity in the workplace.

Example:
Patagonia, an outdoor clothing brand. has been committed to environmental activism, and in 2022, the company went further by transferring its ownership to a trust and a non-profit organization, with profits going toward fighting the climate crisis. This bold move cemented Patagonia's reputation as a leader in ethical business.

Benefit:

CSR has several positive effects on companies. It boosts brand loyalty and customer trust, as consumers increasingly prefer to support businesses that align with their values. CSR isn't just a trend; it's a critical element of a sustainable business strategy, benefiting both companies and society

MARKETING 101

Marketing is essential to the success of any business, serving as the bridge between the company and its customers. Whether you're selling products, services, or ideas, understanding the fundamentals of marketing will help position your business effectively in the market.

Types of Marketing

Organic Marketing:
Marketing activity that doesn't require direct spending. Instead, businesses focus on building authentic relationships and providing valuable content.

Examples include:
- Social media engagement
- Search Engine Optimization
- Content marketing

Non - Organic Marketing:
Non-organic marketing involves spending money to gain visibility. It can yield faster results but incurs a higher and additional cost.

Examples include:
- Pay-per-click ads
- paid social media ads
- Sponsored content, influencer marketing

4 Ps of Marketing

1. Product:
Item or service you offer must meet the needs and desires of your target audience. Businesses should focus on what makes their product unique and how it solves problems.

2. Price:
Pricing strategies can influence customer perception. Whether you go for a premium, competitive, or value-based pricing, the goal is to strike a balance that appeals to customers while ensuring profitability

3. Place
This refers to how and where your product is sold. Whether it's through physical stores, online platforms, or direct-to-consumer models, the distribution channels should be convenient for your audience

4. Promotion
Promotion involves communicating your product's value to customers. It includes advertising, sales promotions, public relations, and digital marketing strategies to increase awareness and sales

STUDENT SHOWCASE

Student Chronicles

Explore insightful perspectives and thought-provoking articles from student writers in the field of economic, business, and finance.

Game Theory Special: Can You Beat The House?

Niral Bhurat

The dealer's hand slaps down on the table—a perfect 21. The crowd groans as chips slide across the table toward the house, and another player walks away, defeated. For every winner who grins in the momentary high of a payout, dozens leave empty-handed. Watching this unfold, one question lingers in everyone's mind: **Can you outsmart the casino?** Is it possible to beat the house using strategy, mathematics, and a little bit of game theory? Or, is the outcome always tilted in favour of the dealer, no matter how carefully you play?

Imagine you're sitting at a poker table, eyes shifting from your cards to the faces of the other players. You've got a decent hand—two pairs—but you can't shake the feeling that someone's bluffing. Here's where game theory comes in. In poker, your success doesn't depend solely on the cards you're dealt; it hinges on how well you can predict your opponents' actions and react strategically. You remember a concept from game theory: **mixed strategies**. It tells you that if you always play the same way in the same situation, you become predictable. So, instead of always folding with a mediocre hand, you occasionally decide to bluff, keeping your opponents guessing.

This balance of bluffing and playing straight is key to outsmarting the others. But game theory goes further. You're now in a situation where one opponent keeps raising the stakes. Do they have a winning hand, or are they bluffing to push you out? According to the **Nash equilibrium**, the best decision you can make is one where, assuming everyone else sticks to their strategy, you can't improve your outcome by changing yours. You calculate the odds, study the patterns, and decide to call. The tension builds as you lay down your cards, confident that your mix of strategy and probability has given you the best shot at winning.

Game theory offers you a way to balance risk and reward, helping you decide when to push forward and when to fold. But even with this mathematical edge, poker remains a game where chance can turn the tables—because no strategy can guarantee victory when luck plays a hand in every round.

There's another force at play that makes it nearly impossible to beat the house: behavioural economics. Unlike traditional economics, which assumes people are always rational, behavioural economics recognizes that we often make irrational decisions, especially under pressure or emotion. Take the gambler's fallacy—the belief that if you've been losing for a while, you're "due" for a win. It's this kind of flawed thinking which leads players to make reckless bets, convinced that luck is about to turn in their favour. In reality, the odds never change. The cards don't care how many rounds you've lost, and the roulette wheel certainly doesn't have a memory. Casinos thrive on this, capitalising on players' irrational decisions and emotional swings.

Another pitfall is overconfidence. After a few lucky wins, many gamblers start believing they've cracked the system or that their strategy is unbeatable. I've been there myself—on Diwali night, sitting around a poker table with friends and family convinced that my game theory knowledge was enough to outsmart everyone. I'd won a few rounds, and with every win, I grew bolder. Hand after hand, I kept telling myself I could turn things around with just one more bet. That's the trap behavioural economics explains: we believe we can control random outcomes. In the end, I walked away having lost ₹5,000, my Diwali winnings gone in just a few bad decisions.

That's the thing—no matter how well you play in the short run, the house always wins in the long run. Casinos are designed with a small but undeniable edge in every game, and human psychology ensures that most players will lose to it eventually. Whether it's poker or the slot machines, emotions like greed, fear of missing out, or frustration cloud judgment, making players stay longer and bet more than they should. And when the math meets our irrational minds, the house always finds a way to come out on top.

So, don't gamble kids!

Niral Bhurat is an IB Economics student looking to pursue PPE at Oxford next year. If asked, she'd describe herself as the only tolerable finance bro in town. Conversationalist and generalist, she likes to flex her John Locke Merit Award at any given possibility. Occasional gambler. Loves math with all her heart.

The Economics of Climate Change: Can Green Policies Drive Economic Growth?

Sakshi Mallah

As global temperatures rise, governments face the challenge of balancing environmental concerns with economic growth. The emerging consensus is that green policies not only mitigate climate change but also drive economic growth and innovation.

Why Green Policies Matter

Green policies are more than just a response to environmental issues—they are a pathway to economic growth. These include developing renewable energy, enhancing energy efficiency, and adopting sustainable agricultural practices. The International Monetary Fund (IMF) asserts that green policies contribute to growth and job creation. For instance, Denmark's investments in offshore wind energy have generated over 30,000 jobs and boosted GDP by 1.3% in recent years.

These policies also enhance productivity by minimizing waste and improving efficiency. The International Energy Agency (IEA) notes that investments in renewable energy and energy efficiency often yield greater macroeconomic benefits than traditional recovery methods, especially post-pandemic.

Employment and Innovation

One of the strongest arguments for green policies is their potential to create jobs. Building a green economy requires a workforce skilled in sustainable technologies. The IEA projects millions of jobs in renewable energy will be created globally, particularly in construction, manufacturing, and maintenance. In the U.S., over 1.3 million jobs are expected by 2030 from investments in wind and solar energy.

Green policies also drive innovation. Government investments in R&D for sustainable technologies create jobs and enhance efficiency and sustainability. The World Economic Forum notes that countries prioritizing green R&D will lead the global green economy and reap long-term economic rewards.

Overcoming Challenges

Despite the benefits, green policies face challenges. Greenwashing, where companies falsely claim environmental responsibility, undermines genuine efforts and erodes consumer trust. A survey by PwC found that 94% of investors are skeptical of corporate sustainability claims, emphasizing the need for stricter reporting standards.

Another challenge is the skills gap in the workforce. As demand for green jobs increases, there's a shortage of skilled workers. LinkedIn reports that job postings requiring green skills grew by 15.2% between February 2022 and February 2023, highlighting the need for targeted training programs.

Addressing these challenges requires improving transparency in sustainability claims and implementing targeted reskilling initiatives. The European Union's Green Deal, for example, focuses on reskilling workers for the green economy, ensuring a workforce ready for the transition.

Conclusion

The shift to a green economy is not just necessary—it's an opportunity. While challenges exist, the long-term benefits—sustainable growth, job creation, and technological leadership—are undeniable. Governments that invest in green policies today will lead the economy of tomorrow, fostering resilience and prosperity for all.

As we move toward a sustainable future, green policies are essential for driving economic growth. The cost of inaction is too high, and the potential rewards are too great to ignore.

Sakshi Mallah is a gap year student. She has completed A level Business, Economics and Psychology.

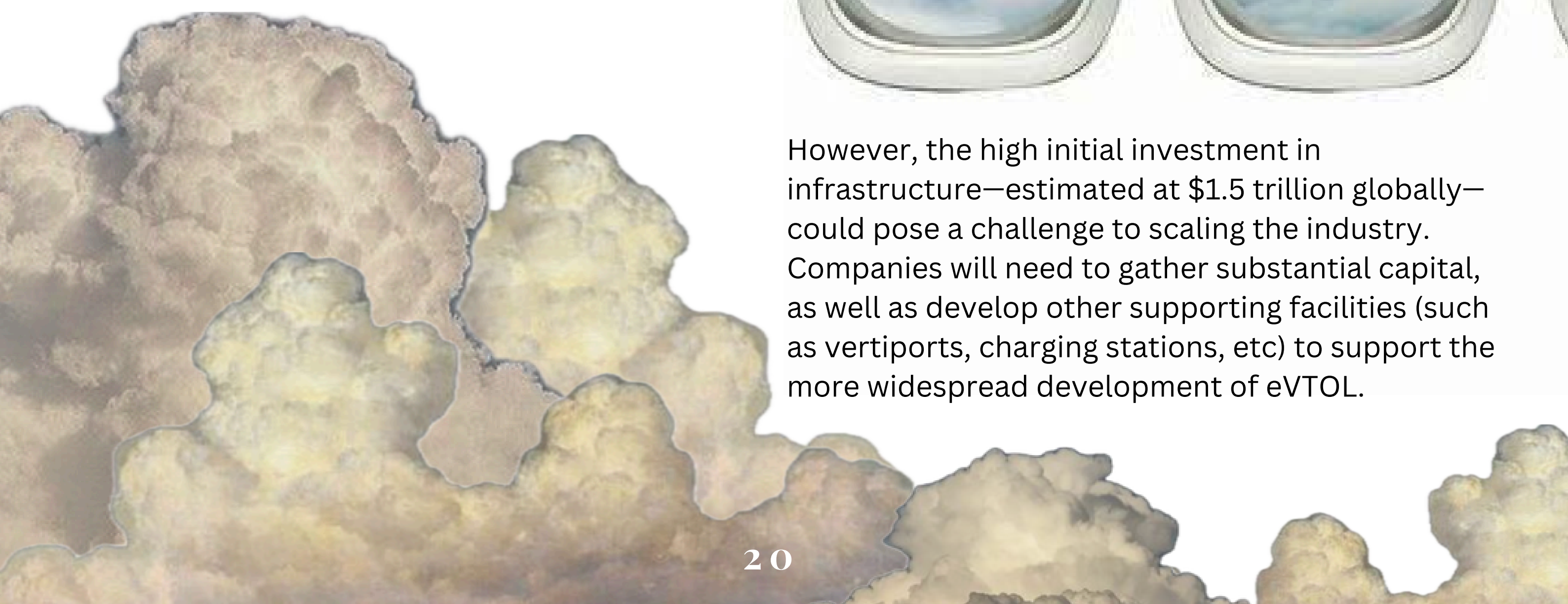
ECO-NOMICS

The (potential) Electric Aviation Revolution: Meet the startups pioneering sustainable air travel

As the world races toward reducing carbon emissions, the answer could come from above—literally. Recently, The aviation industry is under increased scrutiny as some aviation companies face the dilemma of transitioning to a greener business model. The aviation industry accounts for around 2.5% of global carbon dioxide emissions, and the pressure to innovate the sector is increasing. Recently, the use of electric vertical takeoff and landing (eVTOL) aircraft promises to reduce emissions. In theory, planes would take off and land vertically, without the need for a runaway and other facilities. The takeoffs and landings would be electrified. Around 15% of total fuel is used to take off, which helps reduce fuel costs for companies. Startups like Joby Aviation and Lilium are closest to realizing this technology, with Joby recently achieving a milestone by securing its Air Carrier Certificate from the Federal Aviation Administration, which means commercial operations can start by 2025. Joby's eVTOL aircraft is designed to cover up to 150 miles on a single charge, potentially cutting operating costs by 40% compared to normal, traditional aircraft.

The use of electric aviation could have several economic impacts. By 2040, the electric aviation market is projected to reach $50.82 billion by 2032, with a compound annual growth rate of 19.8% from 2023 to 2030. This could lead to the creation of jobs in manufacturing, battery technology, and infrastructure development. Furthermore, companies will need to buy less fuel and pass on the savings to the consumer. Additonali, traditional aviation may face pressure to innovate or risk losing market share to sustainable alternatives.

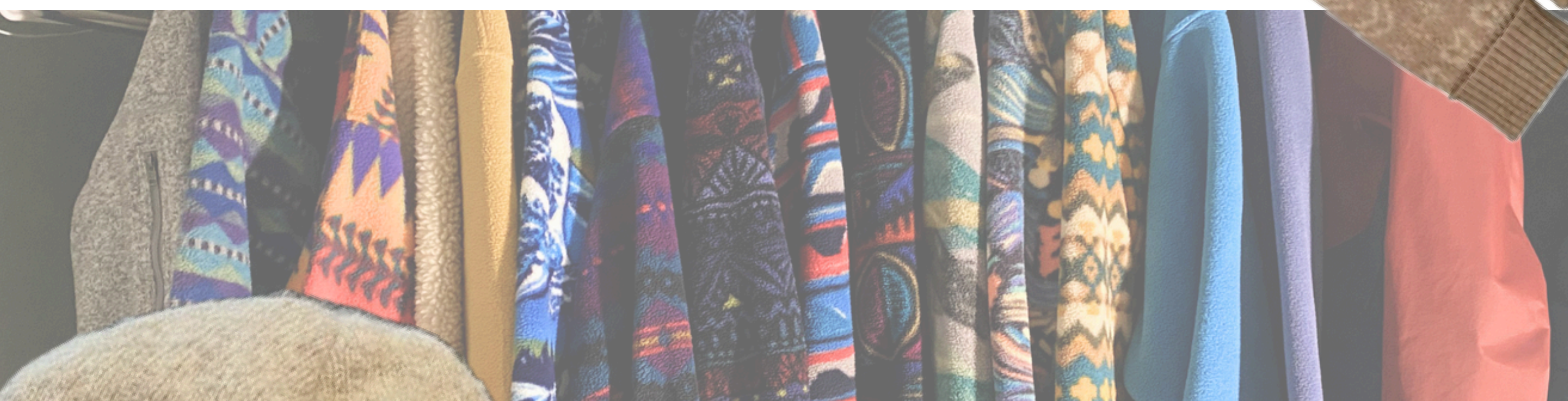
However, the high initial investment in infrastructure—estimated at $1.5 trillion globally—could pose a challenge to scaling the industry. Companies will need to gather substantial capital, as well as develop other supporting facilities (such as vertiports, charging stations, etc) to support the more widespread development of eVTOL.



The Role of Circular Business Models: What has Patagonia been doing right?

As global industries grapple with the shift towards sustainability, the circular business model has emerged as a viable solution to previously unsustainable practices. Unlike the traditional linear model of buying and disposing of a product it when it becomes obsolete; the circular economy emphasizes the reuse, repair, and recycling of products to extend their lifecycle, creating a more sustainable loop.

Patagonia, the outdoor apparel company, is a pioneer in this space, emerging as a key player at the forefront of sustainability. Through its Worn Wear program, Patagonia encourages customers to repair or recycle their old gear rather than buy new products. Customers can trade in used Patagonia items for store credit, which the company then refurbishes and resells. This initiative not only reduces waste but also generates new revenue streams. The current resale market in the U.S. is estimated to be worth around $20 billion, and it is predicted to grow by 11% each year, up to $73 billion by 2028. Patagonia's avant-garde approach gives it a healthy head start compared to its competition, which might struggle in its shift towards sustainability in a few years. This head start allows them to keep up with an environmentally concious consumser base.



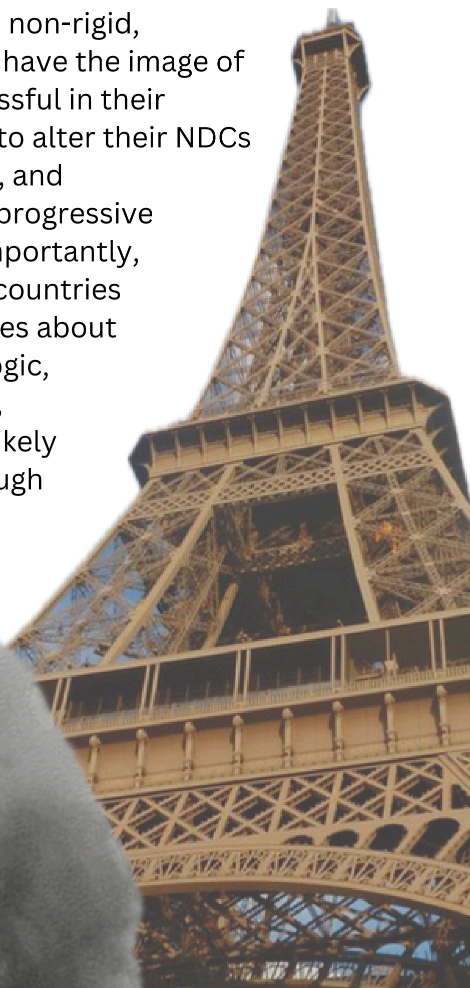
By promoting product longevity, the company strengthens customer loyalty and attracts environmentally conscious consumers who prioritize reducing their environmental footprint. According to a Nielson study conducted in 2021, 88% of customers said they would prefer brands that help extend the longevity of their products. The economic impact of the circular model extends beyond Patagonia. It is becoming increasingly evident that companies embracing circularity benefit from stronger customer loyalty, as consumers grow more environmentally conscious. According to a study by Accenture, businesses adopting circular principles can increase profits by up to 40%. Furthermore, this model helps companies future-proof themselves against resource shortages and regulatory pressures as governments push for more sustainable practices.

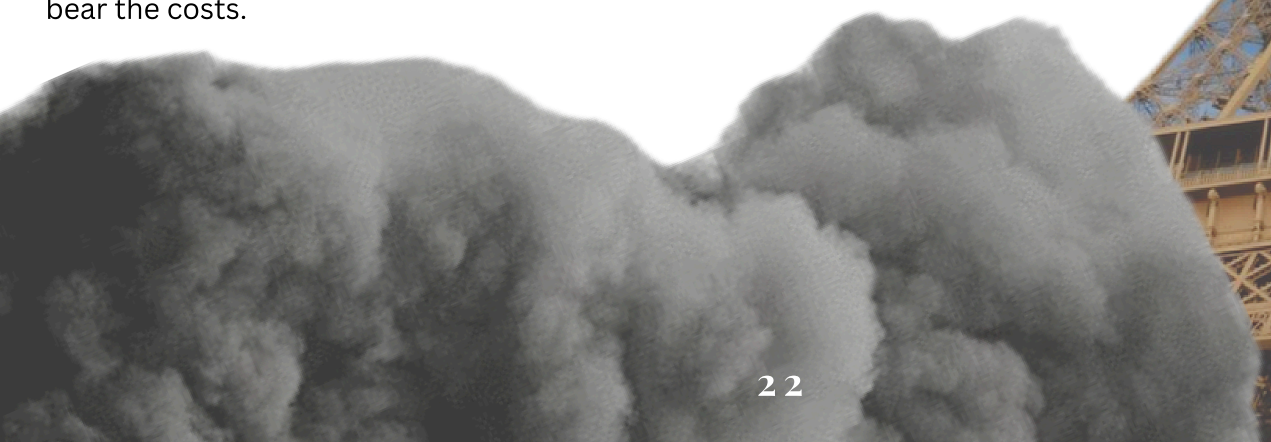
Paris Agreement: The Incentive Analysis On Why It Failed

Against the backdrop of a rising environmental consciousness in society, when the Paris agreement was first implemented, it was deemed a well-needed accomplishment in international environmental efforts. 8 years later and the previously praised flexibility of the Paris agreement might be the very thing constraining our environmental efforts.

The Paris agreement was an international treaty regarding climate change signed in 2016. The difference between the Paris Agreement and previous environmental legislation such as the Kyoto Protocol was that the Paris agreement was inherently flexible. Each country would have ‘Nationally Determined Contributions(NDCs)’ where they would set their own long-term goals. These are non-legally binding, soft commitments that each individual country makes, essentially, this means there is no enforceability on it. It has two requirements: countries must gradually increase their ambitions in the NDCs, and there must be high-compliance. The high-compliance clause is non-binding, whilst increasing ambitions is legally binding.

The first sign of failure of the Paris Agreement was the so-called ‘strength’ of it: non-rigid, personalised commitments for each country. Domestic constituencies want to have the image of an environmentally friendly entity, whilst saving costs and being seen as successful in their environmental effort. This means that the agreement innately enables nations to alter their NDCs to match their own interests and views, avoiding strict targets that are difficult, and embarrassing, to miss. The greatest climate efforts, the most radical and most progressive are unlikely to be implemented as no government has the incentive to. More importantly, this means that countries are ignorant to the climate issues occurring in other countries when goals are personalised. The US doesn’t care about Maldives sinking, it cares about their own climate issues - food supply, hurricanes. Following the same line of logic, Maldives doesn’t care about the rising unbearable heat in Thailand. Due to this, short-term climate mitigation protocols(sea walls, fire retardants, etc.,) are unlikely to be implemented. Especially for developing countries that may not have enough resources to implement these, but no developed country has the incentive to bear the costs.





Second sign of failure: lack of enforceability. The pervasive noncompliance with pledges is fading trust in the agreement, our world leaders, and its institutions. The overly ambitious pledges in 2020-2021 highlights this. The wave of international social pressure from Western Liberal Democracies meant that at least some countries began to make net-zero pledges by 2050-2060. They did so without much thought as to its feasibility. Australia, a country previously opposed to setting net-zero emission goals, their 2050 pledge came seemingly from social pressure. Given that it takes decades to determine whether these pledges can and will be fulfilled, it makes it convenient for current policymakers to set unrealistic goals when new policymakers will have to deal with *trying* to achieve them. Noncompliance is already occurring, there is a significant difference in what countries promise, and what they will deliver. Developed countries have failed to supply the USD100 bn per year, initially pledged in Copenhagen 2009. The UK, committed to a 68% cut in emissions by 2030, approved a new North Sea oil rig a year ago, it is now in construction.

Though, of course, what if we just agree to introduce enforcement mechanisms, so that countries truly comply with their goals? This would face severe obstacles. Generally, with the widespread fiscal austerity of most governments following the COVID pandemic, the ongoing Russo-Ukraine war, and an unstable political situation; many countries will be reluctant to legally commit to costly climate measures. Even if parties were to make compliance legally binding, or have enforcement mechanisms, it would be an exacting effort to negotiate enforcement mechanisms that every country agrees with given the highly ambitious, and very costly, NDCs. Countries like the US and China must consent, they are unlikely to do so.

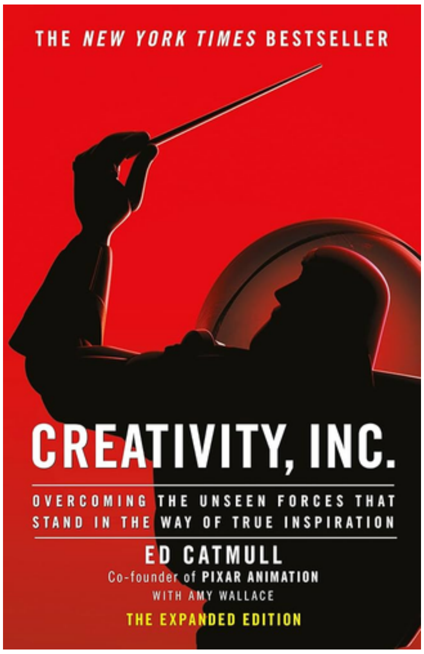
The last thing to analyse is that if countries don't comply, there will be some level of social pressure and accountability that will make them do so. In most cases, this works. With the Paris Agreement, the innate nature of the agreement means that this simply creates unintended consequences. In international environmental politics, exerting social pressure means praising nations that honour the Paris agreement, whilst publicly, and overtly, criticising complacent countries. In the Paris Agreement, this means that social pressure may target member nations' ambition level, implementation record, or both. Raising one's ambition in the NDCs is far easier than implementing policies to reach these NDCs and looks just as forward-moving. Countries will also be reluctant to exert social pressures regarding implementation as it draws unwanted attention to their own implementation records. With these conditions, strong social pressure only feeds back into increasing ambitions to unfeasible levels. The unintended consequences means that this causes a compliance gap that, as we've analysed, is incredibly difficult to bridge.

The gem of the environmental world, the Paris Agreement, is the very thing that is limiting our efforts. It means more flamboyant gestures, to show 'increased care' which in turn means less actual, direct change. For countries to actually implement worthwhile policies, we need more enforceability, and more legally binding legislation in order to push forward our climate efforts.

BEYOND THE PAGES

Media Odyssey

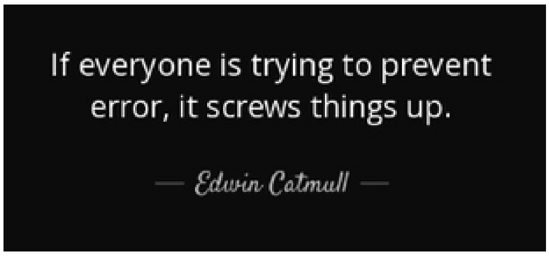
Find a delightful selection of economic theories, concepts, and principles that will satisfy your curiosity and expand your horizons.

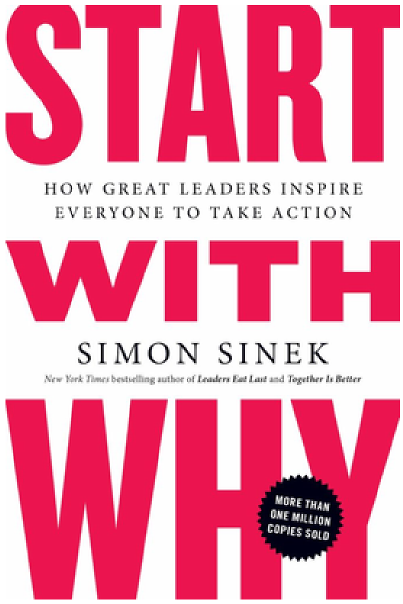


Creativity, Inc.

Ed Catmull

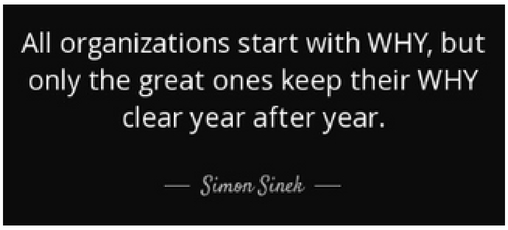
Pixar co-founder Ed Catmull reveals the ideals and techniques that have made Pixar so widely admired. He shares the leadership strategies that have allowed their culture of creativity to flourish.



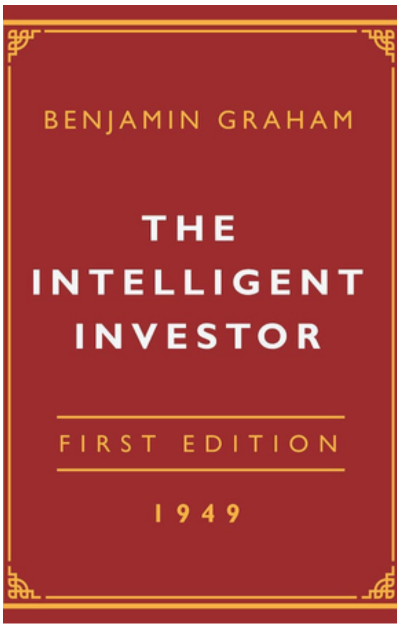


Start with Why

Simon Sinek



Simon Sinek explores how leaders can inspire cooperation, trust, and change. He argues that the most influential leaders all think, act, and communicate in the same way - and it's the opposite of what everyone else does.



The Intelligent Investor

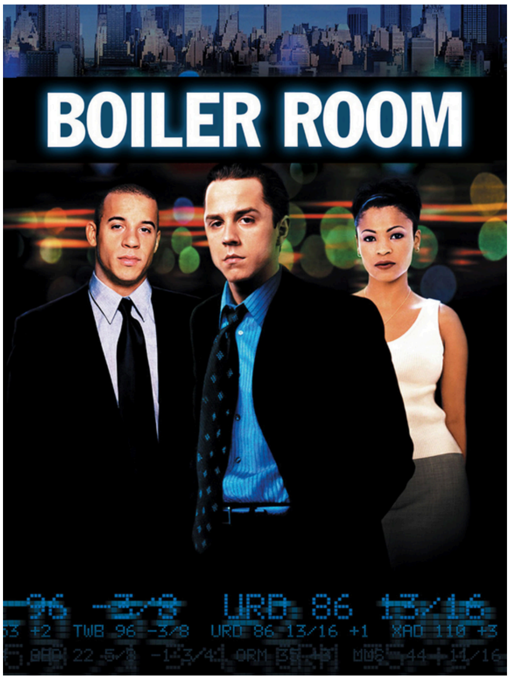
Benjamin Graham

Considered the stock market bible, this book offers Graham's philosophy of "value investing" - protecting investors from substantial error and teaching them to develop long-term strategies. It's a guide to minimizing risks and maximizing gains.

"Pirates of Silicon Valley" (1999) ~ Martyn Burke

This film explores the rivalry between Steve Jobs and Bill Gates as they pioneer the personal computer revolution. It offers insights into the early days of Apple and Microsoft

Available on **Prime Video and Apple TV**



“Boiler Room” (2000) ~ Ben Younger

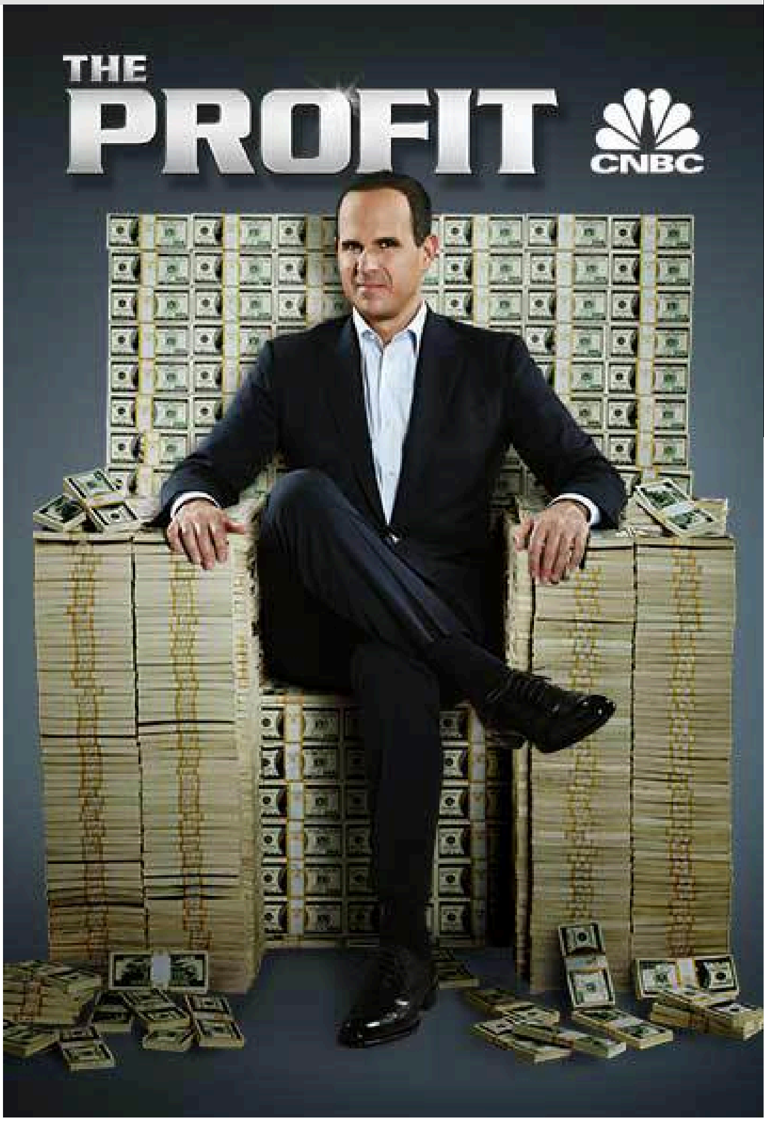
This drama follows a college dropout who joins a shady brokerage firm. It explores themes of greed, corruption, and the allure of quick wealth in the stock market.

Available on **Prime Video and Apple TV**

“The Profit” (2014-Present) ~ Marcus Lemonis

In this reality series, entrepreneur Marcus Lemonis invests in struggling businesses and works to save them. It offers lessons in business turnaround strategies and leadership.

Available on **Prime Video and Youtube TV**



"Margin Call" (2011) ~ J.C. Chandor

Set in the early stages of the 2008 financial crisis, this film follows key people at an investment bank during a 24-hour period as they struggle to handle a potential financial distaste.

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Available on **Prime Video and Netflix**

BEHIND THE SCENES

Creative Contributors

Meet the team behind Econ Essentials

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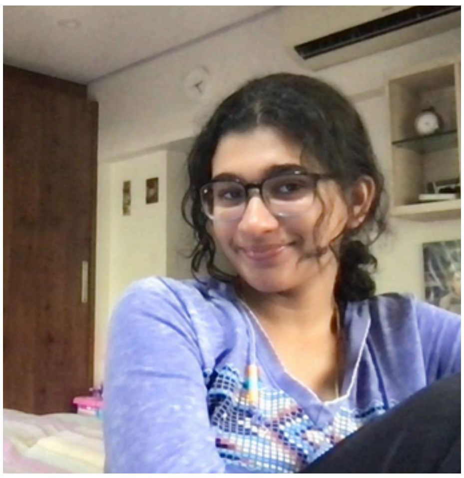

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Visionaries Unveiled

The creators of Econ Essentials

Meet the Founders

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How Econ Essentials came to life:

As students immersed in the fields of business and economics, we recognized the need for a resource that could make staying updated both simple and engaging. We wanted something that could help with our academics and be accessible and inspiring.

Additionally, we saw that many students like us were looking for opportunities and guidance, so we wanted to create something that could help. Econ Essentials was born from this vision.

This magazine is made for the students, by the students. Editions will release at the monthly. We hope it becomes a valuable companion in your academic journey, sparking curiosity and providing the knowledge and inspiration you need to succeed. Feel free to give any suggestions along the way.