**The Sweet Sixteen**

March Madness x Market Madness

The Round of 16 of the NCAA Men's Basketball national championship took place this weekend. The round featured the final quarter of the field of 64 teams that were invited, qualified, or played in to the 2018 tournament, and won in the first two of their single-elimination match-ups. Here, The BB&L attempts to recreate the suspense, surprise, and validation of the "Sweet Sixteen" by assembling a field of publicly traded companies which, like the moniker "Sweet Sixteen," have the letter "x" in their ticker symbol. The field was seeded by market capitalization (as of 3/22/18), and four School of Business faculty experts were randomly assigned to evaluate each resulting bracket. Companies advanced through the tournament based on professors' cases for them being a superior investment to their opponents.

First-round upset of your favorite companies? Stock Cinderellas? Passionate faculty takes Read:

**Faculty Analysts:**

The BB&L extends special thank you to these faculty for the time and diligence they contributed to this feature.

**Professor Clare Bohnett**
Professor of Finance

**Professor Thomas Patrick**
Professor of Finance

**Professor Karl Peterson**
Professor of Management

**Professor Nonna Sorokina**
Professor of Finance

### The Sweet Sixteen

1. **Netflix** (NASDAQ: NFLX)
   - MC: $138.9B
   - Streaming Media
   - Professor Peterson: "Due to the large streaming media company's focus on producing high-quality, original content and having a strong subscriber base, the company's growth prospects are strong. Additionally, Netflix's recent acquisition ofcdf Entertainment has the potential to enhance its content library and attract new subscribers."

2. **Xerox** (NYSE: XRX)
   - MC: $7.9B
   - Business Solutions
   - Dr. Sorokina: "I choose Xerox because it is a diversified company with strong positions in the business printing and copying markets. The company has a strong balance sheet and is well-positioned to benefit from the ongoing digitization of the print industry."

3. **FedEx (NASDAQ: FDX)**
   - MC: $167.5B
   - Shipping & Mailing
   - Professor Bohnett: "FedEx is a global leader in the transportation and logistics industry, with a strong focus on on-time delivery and customer satisfaction. The company has a diversified portfolio of businesses, including ground and express delivery services, that allows it to operate in various market conditions."

4. **CSX (NYSE: CSX)**
   - MC: $50.5B
   - Railways
   - Professor Bohnett: "CSX is a major player in the North American rail industry, with a strong focus on freight transportation. The company has a large and diversified customer base, which helps mitigate the effects of any single customer's performance."

5. **Exxon Mobil (NYSE: XOM)**
   - MC: $380.4B
   - Oil & Gas
   - Dr. Sorokina: "I choose Exxon because it is one of the largest and most diversified oil and gas companies in the world. The company has a strong balance sheet and is well-positioned to benefit from the ongoing global oil demand growth."

6. **United States Steel (NYSE: X)**
   - MC: $7.03B
   - Steel
   - Dr. Patrick: "I would pick X over UX. It has a lower price earnings ratio in addition to the fact that it is trading at 40% per share below its target. More analysis rate it a buy than a rate UX a buy."
March is Women’s History Month. In celebration, members of TCNJ’s Women in Business share their thoughts about leadership and beliefs today that will look different in the future.

What “Leaning In” Means to Me
By Aury Cifuentes
President, Women in Business

March is the month for honoring the women who have made a change in the world, according to the U.S. Department of Labor, of all the women in U.S. businesses who have risen to management-level positions, 27% are in the C-suite. One woman who has earned the title of Chief Executive Officer and has broken the glass ceiling is Ninth rank in 2017 in addition to naming her the second woman among the world’s one hundred most powerful woman is Indra Nooyi, CEO of PepsiCo.

March 20th, 2018

PEPSICO’S INDRA NOOYI: INFLUENCE AT EVERY LEVEL
By Olivia Picone

In the world of food and beverage, there are companies that are changing the business. PepsiCo, for example, under the leadership of Indra Nooyi, has been in the forefront of this change. Nooyi has been at PepsiCo since 1994, where she has been able to increase the company’s revenue by 50% and has been named one of the World’s Most Powerful Women by Forbes.

Nooyi has been a strong leader in the business world, and her leadership style is known for being direct and honest. She has made a point of listening to her employees and empowering them to make decisions, which has helped to increase the company’s sales by 50%.

In 2016, Nooyi announced her retirement, and the company’s performance improved significantly. With her departure, the company’s stock price rose by 20%. Nooyi has been recognized as a strong leader in the business world, and her legacy will be remembered for years to come.

壕！有钱无脑买，有多少，说多少。 }

What happened to PepsiCo during Nooyi’s time?}

Under Nooyi’s leadership, PepsiCo has seen significant growth, with revenue increasing by 50% and profit by 40%. The company’s diversification strategy has been a key factor in its success, with acquisitions such as Quaker Oats and Tropicana contributing to its growth. Nooyi’s focus on sustainability and health has also helped the company to stand out in the increasingly competitive food and beverage industry.

Despite her successes, Nooyi has faced criticism for her leadership style. She has been accused of being too direct and not giving enough feedback to her employees. However, her leadership has been praised for its effectiveness, and she has been named one of the World’s Most Powerful Women by Forbes.

Nooyi’s legacy will be remembered for years to come, and her leadership style will continue to influence the business world. Her success at PepsiCo is an example of what can be achieved when a strong leader is at the helm of an organization.
A LION’S INTRO TO INVESTING: 
PART I

By Connor C. Introna

Investing, at any age, is absolutely essential to one’s journey in achieving financial freedom. Many financial experts (like those featured in *The Wall Street Journal*) will argue that getting involved sooner is more economically advantageous than getting involved later. However, when walking around a college campus, one is far more likely to encounter a college student who has not begun investing rather than one who has. Why? While this article cannot address the millions of college students across America, maybe it can start with those at The College of New Jersey. Some Lions might be intimidated by ‘elevated’ risk and can even be averted by the supposed high costs of investing. Yes, while investing (or even trading) securities on the stock exchange can be both risky and costly, it does not always have to be. The complexity and far-reaching nature of Wall Street has ensured that there is always something out there for everyone. Amateur investor does not have to require a great deal of time, a risk-taking mentality, or even a degree in business. Instead, it only requires direction, willingness, and some money to put to work. As long as a Lion can possess those three things, they are automatically one step closer to achieving financial freedom.

For the bulk of financial history, personally owning securities, such as common stocks, was considered an exclusive privilege of the economic elite. However, because of sharp advancements in technology, there has actually never been any better time than now for amateurs and non-professionals to become engaged in investing. With financial services firms like TD Ameritrade and E*TRADE providing comprehensive platforms for users to buy and sell a variety of securities, the choices seem to be endless. But in a world featuring not only these options, but other services like Charles Schwab, Merrill Edge, and Fidelity, along with many smartphone applications like RobinHood, Stash, and Acorns, it easily could be overwhelming to find a place to begin. So before a Lion can even start buying or selling stock, he or she must settle on a dependable platform to execute his or her trades. TD Ameritrade and Merrill Edge are the best of the aforementioned platforms. They both feature simple-to-use interfaces that come complete with extensive investment possibilities, real-time data, expert analysis, and access to useful knowledge tools and investing information. Transferring funds and depositing physical certificates are easy and efficient, and especially so if the user has a TD Bank or Bank of America checking or savings account.

Brokers, for Beginners

Charles Schwab, E*TRADE, and Fidelity are still very good choices, but some of their platforms can be a little complicated for the unseasoned investor. True, some of their rates are more competitive; but after having tried all of these options, one will likely find that TD Ameritrade and Merrill Edge are still the most manageable for starters. While smartphone-based platforms like RobinHood or Stash are attractive because of the stark ability to make trades, for more experienced traders.

In addition, any service that offers “fractional shares” or pooled options better suited for more experienced traders.

The first Business Leaders Talk of the Spring 2018 semester was focused on crafting and polishing students’ elevator pitches. The event, held in the Business Building Lounge on a Thursday evening last month, played host to representatives from ten employers, which included Bloomberg, Cevalar, Goldman Sachs, Johnson & Johnson, KPMG, Sherwin Williams, and Wilkin & Guttenplan. Students were instructed to use the “past, present, future” formula to develop a personal testament comprising their professional experiences and goals about thirty seconds long. The first Lions could actually invest in? The possibilities are endless, but diversification is the key. Exchange-Traded Funds (ETFs) have grown in popularity due to the demand for diversification, liquidity, and low costs. Having a low-cost one of these funds that track the major indexes -- the S&P 500, NASDAQ Composite, or Dow Jones Industrial Average -- is the best. The next article in this informational series will go into greater specifics on what to buy.

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Poets & Quants ranks the TCNJ School of Business in the Best 50 Undergraduate Business Programs in the United States

www.bbll.tcnj.wwebly.com
Fidget-spinners may be more fashionable than you think. The small, spinning ball-bearing device with two or three blades became the toy craze of 2017, offering a cure for nervous energy or simple entertainment for children. Arising in February of 2017 and peaking that May, the trend came in fast and dissipated faster; but before there was profit to be made. Toy companies that were able to collapse their turnaround times reaped the benefits that came with a product flying off the shelves faster than you could spin it.

 Mimicking the strategies of fast-fashion retailers such as Zara, toy companies are actively working to shorten production times and capitalize on the rapid rise and fall of toy trends driven by social media and viral videos. Zara, the Spanish apparel company created by Amancio Ortega, was first to bring the concept of fast-fashion to its industry. The strategy is simple: a short, vertical supply chain and fast-changing, small inventories allow designers to be more flexible and responsive. Zara designs, manufactures, and distributes its clothing within 25 days, enabling the company to meet the ever-changing tastes of consumers, while simultaneously capitalizing on unexpected trends.

Trends come and go at such high speed in the toy industry too, as many smaller toy manufacturers now realize. Fidget-spinners are just one of the many fast-trends driven by the digital space. Speak Out, another unpredictable trend of 2017, resulted as a twist on online videos of people trying to pronounce phrases while wearing dentist’s mouth guards. The ability to identify trends and get the resulting product on shelves in a few months, rather than at the end of the holiday season, is proving to be the strategy U.S. toy companies need to differentiate themselves and remain profitable in the slowing $27 billion industry. Smaller firms are more nimble in production capabilities than larger firms and get the resulting product on shelves in a few months, rather than at the end of the holiday season, is proving to be the strategy U.S. toy companies need to differentiate themselves and remain profitable in the slowing $27 billion industry. Smaller firms are more nimble in production capabilities than larger firms tied to established brands and contracts with prominent licensing partners, such as Walt Disney Co., yielding consequences that several once-prosperous companies are actively working to shorten production times and capitalize on the rapid rise and fall of toy trends driven by social media and viral videos. Zara, the Spanish apparel company created by Amancio Ortega, was first to bring the concept of fast-fashion to its industry. The strategy is simple: a short, vertical supply chain and fast-changing, small inventories allow designers to be more flexible and responsive. Zara designs, manufactures, and distributes its clothing within 25 days, enabling the company to meet the ever-changing tastes of consumers, while simultaneously capitalizing on unexpected trends.

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