

# [In as a consequence, in 2011, i joined](https://assignbuster.com/in-as-a-consequence-in-2011-i-joined/)

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In the era of globalization anddigitalization, the dearth of developing new products, generating problemsolving ideas, efficient communication and advanced use of technology in thebusiness sector is flourishing. A firm academic background in business administrationpresages the prospect of this sector especially from a marketer’s point ofview. With an impetuous passion and enthusiasm, I, Somaya Hasan Eshan, wouldlike to offer my motivation as a potential aspirant for the Master’s DegreeProgram in Governance of Digitalization at Abo Academy University for thisacademic year, which I believe, will be conducive for my contemporary careeradvancement. Having a progressive success in bothsecondary and higher secondary levels, I got myself admitted into Bachelor ofBusiness Administration (BBA) program in one of the leading universities ofBangladesh, East West University, which has a legacy for its records onacademic excellence. Concentration in Finance and a minor in Marketinginstalled in me a strong background and realization of the vast internationalbusiness, understanding the customer, creating value for all; people andorganizations, small and medium-sized enterprises, and overall how tobalance among nature, businesses and local people.

The cutthroat competition among themulti-national companies indicates that, a company’s growth and successentirely depends on the efficient management of information, innovative ways ofconfiguring organizational process and organizing industry level co-operationamong organizations. My first-hand experiences in various renownedorganizations has initiated a yearn for working in the area of data analytics, business model designer or knowledge management in the near future.  To the core of my heart, I do believe that, to grow into one’s own potential one should be quite aware of adding morethings to life beyond academic curriculum. As a consequence, in 2011, I joinedwith Youth Engagement & Support (YES), which is a youth based wing of TransparencyInternational Bangladesh (TIB) and have participated in a number of nationallevel programs which helped me to robust a sense of responsibility, team work, management skill and capabilities of dealing with life in extreme situations. I, as the Group Leader there for nearly twoyears, led a team of 30 members, planned and organized several national levelprograms including Advise & Information Desk (AI-Desk), SONAK & YESNational Convention, 2012 and EWU Debate Spree, 2012. I was introduced tovarious global issues while attending a range of seminars and workshops, likeGender Equity & Women’s Right, Annual Review & Capacity Building Camp, Orientation on Climate Change, Effective Communication & Anti-Corruption.

My active involvement with East WestUniversity Debating Club (EWUDC) played a pivotal role in shaping a sense ofLOGOS (i. e., logical argument & judgment) in me and bringing achievementssuch as becoming the champion of Intra-University Debate League (IDL), and 1strunner-up in public speaking competition of Freedom Premium League (FPL).

Eachof these experiences motivated me further to work for the betterment of myselfas well as for the society. To leverage my attained academic knowledgeinto a greater height, I decided to enroll myself to an internship program inIDLC (Industrial Development Leasing Company), a renowned non-banking financialinstitute (NBFI) of Bangladesh, for three months and submitted my internshipreport on ‘ Deposit Schemes Analysis ofIDLC Finance Limited: a Comparative Analysis’. As a consequence of mypromising academic record and extra-curricular activities, I was recruited by aprominent private bank of Bangladesh, BRAC Bank Limited, in the TradeOperations Department in the year of 2015. Here I wondered how manualinvolvement and massive dependence on paper work spoils valuable energy andtime. Management of a big data with updated technology could help to avoidmistakes and ensure prompt services. Therefore, a believe from my heart initiatedthat I have the potentials to do something more creative and interesting withsmart date management and information processing.

The analytical ability I haveacquired from banking will be in help for a more meaningful and creativepurpose. All I need is an academic orientation to that field and relevanttechnical know-how. By dint of technology, lots of opportunitiesare being created and the pattern of organizational management is expecting toexperience a revolutionary change. If we look at the top-notch companies of theworld, we will find that, they prioritized information management over othervariables and successful management led them towards success. The digitalizedworld will soon face a Digital Tsunami by shattering our current preconceptionsabout employment.

A substantial part of job we know will be declared asobsolete through the major technological breakthrough. In that marketgeographical location will not have any relevance and efficient data handlingand management will be the key to sustain in that economy. So, an academicorientation with this subject will be very helpful for me to survive in thatchanging market. My decision of pursuing a Master’s Degree inGovernance of Digitalization at Abo Academy University is not only an efforttowards career advancement and earning an expedited education related to thisfield, but also a vital scope of gaining insights from my fellow experiencedpeers. An eminent institution like Abo Academy University with its entirequalified faculty, high quality academic research facility, an interactionamong relevant fields and world class learning opportunity would give me thenecessary traction to pursue my next endeavors.

Noting that, this formidable program looksfor highly motivated and the most competent students, I firmly believe that, mydedication and proficiency will be the pennon for my selection in this programin your esteemed institution. Thank you for considering my candidacy. Iwill eagerly look forward to your acknowledgement.