

In as a consequence,
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[Business, Industries](#)



In the era of globalization and digitalization, the dearth of developing new products, generating problem-solving ideas, efficient communication and advanced use of technology in the business sector is flourishing. A firm academic background in business administration presages the prospect of this sector especially from a marketer's point of view. With an impetuous passion and enthusiasm, I, Somaya Hasan Eshan, would like to offer my motivation as a potential aspirant for the Master's Degree Program in Governance of Digitalization at Abo Academy University for this academic year, which I believe, will be conducive for my contemporary career advancement. Having a progressive success in both secondary and higher secondary levels, I got myself admitted into Bachelor of Business Administration (BBA) program in one of the leading universities of Bangladesh, East West University, which has a legacy for its records on academic excellence. Concentration in Finance and a minor in Marketing installed in me a strong background and realization of the vast international business, understanding the customer, creating value for all; people and organizations, small and medium-sized enterprises, and overall how to balance among nature, businesses and local people.

The cutthroat competition among the multi-national companies indicates that, a company's growth and success entirely depends on the efficient management of information, innovative ways of configuring organizational process and organizing industry level co-operation among organizations. My first-hand experiences in various renowned organizations 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 more things to life beyond academic curriculum. As a consequence, in 2011, I joined with Youth Engagement & Support (YES), which is a youth based wing of Transparency International Bangladesh (TIB) and have participated in a number of national level 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 two years, led a team of 30 members, planned and organized several national level programs including Advise & Information Desk (AI-Desk), SONAK & YES National Convention, 2012 and EWU Debate Spree, 2012. I was introduced to various global issues while attending a range of seminars and workshops, like Gender Equity & Women's Right, Annual Review & Capacity Building Camp, Orientation on Climate Change, Effective Communication & Anti-Corruption.

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

Each of these experiences motivated me further to work for the betterment of myself as well as for the society. To leverage my attained academic knowledge into a greater height, I decided to enroll myself to an internship program in IDLC (Industrial Development Leasing Company), a renowned non-banking financial institute (NBFIs) of Bangladesh, for three months and

submitted my internship report on 'Deposit Schemes Analysis of IDLC Finance Limited: a Comparative Analysis'. As a consequence of my promising academic record and extra-curricular activities, I was recruited by a prominent private bank of Bangladesh, BRAC Bank Limited, in the Trade Operations Department in the year of 2015. Here I wondered how manual involvement and massive dependence on paper work spoils valuable energy and time. Management of a big data with updated technology could help to avoid mistakes and ensure prompt services. Therefore, a believe from my heart initiated that I have the potentials to do something more creative and interesting with smart data management and information processing.

The analytical ability I have acquired from banking will be in help for a more meaningful and creative purpose. All I need is an academic orientation to that field and relevant technical know-how. By dint of technology, lots of opportunities are being created and the pattern of organizational management is expecting to experience a revolutionary change. If we look at the top-notch companies of the world, we will find that, they prioritized information management over other variables and successful management led them towards success. The digitalized world will soon face a Digital Tsunami by shattering our current preconceptions about employment.

A substantial part of job we know will be declared as obsolete through the major technological breakthrough. In that market geographical location will not have any relevance and efficient data handling and management will be the key to sustain in that economy. So, an academic orientation with this subject will be very helpful for me to survive in that changing market. My

decision of pursuing a Master's Degree in Governance of Digitalization at Abo Academy University is not only an effort towards career advancement and earning an expedited education related to this field, but also a vital scope of gaining insights from my fellow experienced peers. An eminent institution like Abo Academy University with its entire qualified faculty, high quality academic research facility, an interaction among relevant fields and world class learning opportunity would give me the necessary traction to pursue my next endeavors.

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