**Statement of academic purpose**

The World Economic Forum claimed that MSMEs are the backbone of Indonesia’s economy, contributing to nearly 65% of the nation’s GDP, yet I always wonder why Indonesia is still an emerging country until today. We have been trapped with the title “lower-middle income” for nearly 29 years, making it tough to become a developed country in 2045. I believe one of the main reasons is the lack of skilled workers in Indonesia. While being ASEAN’s largest workforce, the composition of skilled workers in Indonesia is very low compared to Singapore. Many efforts have been taken by the government, mainly by improving education infrastructure and through labour force training. Since the impact of education reform may take ages to be reflected in our economy, industrialization can act as a complement to education reformation.

Industrialization does not demand highly-skilled workers because most industry-related jobs are repetitive and easier to acquire. It is achievable in a shorter period and is realistic in supporting those with limited access to education and older generations past their peak learning age. While the importance of improving education cannot be underestimated, people who can enjoy the privilege of gaining skills through education are possibly limited to those with better access to education and younger generations in peak learning age. Then, what can we do to support groups with limited education access and older generations? We can bring back industrialization to employ them.

The benefit of industrialization has been showcased in China, which successfully raised the lives of its citizens from extreme poverty in the early 2000s. Indonesia had an industrialization peak moment, but, unfortunately, it was forcefully shifted to service sectors because we lost to China’s manufacturing cost. We need to learn from China to be more competitive in industrialization. Once we can through providing help to improve the lives of lower-skiled workers employment, Indonesia can hopefully get back on track to escape the lower-middle income trap, and eventually become a developed country.

This issue motivates me to pursue further studies in Operational Research (OR) because OR is a study that complements well with industrialization. I aspire to be an entrepreneur in the supply chain & manufacturing industry who is capable of ensuring that our industry’s end-to-end process is optimised. The foremost application of OR will be to find the balance between allocating skilled and unskilled workers in the industry, so that we can entrust the skilled ones to lead and train the unskilled ones. To complement this, we apply OR to build a robust end-to-end production process in factories to ensure competitive manufacturing costs with minimum waste disposal. These are just some small components of issues that we can solve with OR, and the possibilities are endless.

There are several motivations on why I want to pursue an advanced degree in Operations Research & Analytics. My first motivation is to acquire a specialty in my area of interest, that is supply chain & manufacturing, in management consulting. I am intrigued to become a management consultant prior to achieving my entrepreneurial dream because the industry allows me to provide advice and solutions that can improve the performance of businesses in various industries, especially supply chain & manufacturing. I recently joined BCG Indonesia networking session, and they mentioned that supply chain & manufacturing is one of the fields that they focus on in Indonesia. While management consultants are not business-runners, the position can expose me to nearly all parts of a company, ranging from marketing up to operations, and I believe this is very important for when I set up my own factory in the future. Working as a management consultant will also help me to connect with relevant individuals in the field, which makes it easier to gain a stronger presence in supply chain & manufacturing.

Professionally, I have gone through several internship experiences as CEO office which involves working alongside CEOs who used to be management consultants from BCG and Strategy&, and I gained plenty of professional experiences here. For instance, I have rotated to several roles in the company, which are business development & partnership and product manager. It was challenging at first, not knowing anything but being forced to learn all parts of the company in one week without any onboarding session. But I learned to adapt quickly by having 1o1 sessions with relevant stakeholders and conducting personal research on the Internet; I eventually understood how the company runs, fairly quickly. Another professional skill that I gained wass creating differentiation on how I communicate with different stakeholders. Communicating with external and internal stakeholders is definitely different; even communication among different internal teams may differ significantly. Some groups prefer offline meetings, some prefer online meetings, others prefer just quick messages through Slack - the needs of each division differ, yet a leader should be able to adjust with the team. Although I have acquired some professional skills that contribute in sharpening my work ethic, I believe gaining specialization prior to entering management consulting guarantees that I can provide better advice and services when working alongside businesses in the future.

My second motivation is academic curiosity. While my undergraduate degree in Financial mathematics mainly consisted of applied mathematics, programming, and finance, my first encounter with operations research occurred when I was in Year 3, and I immediately loved the topic. I remembered my operations research professor and my supervisor for my final year project, Dr. Ruonan Zhang, told the whole class during the first meeting on the importance of the ability to not only solve the problem, but also to communicate the solution. Unfortunately, the OR class was only offered for one semester. Due to my short encounter with the OR class, I decided to work on an OR-related research for my final year project. This project focuses on optimizing the product development flow and product release in Finku, the startup that I am currently interning at, by utilizing both Analytical Hierarchy Process & Multi-Objective Optimisation and simulation. I realized that the current issue with delayed product release, which tends to be overlooked, can result in bigger issues once the startup is ready to scale up because there will be bigger projects with higher complexity needed to be handled. Although the work is still in progress, this project gives me the opportunity to learn more about OR, applying it to my project which I hope can help the startup to grow. I will be delighted to share my results once the project is completed. Nevertheless, my strong background taught throughout my undergraduate program provides strong support for me to successfully complete the advanced program in Operations Research & Analytics.

I believe that the purpose of pursuing further education is to acquire both knowledge & skills, and also expand my network & opportunities. The programs in LSE align with my principles really well. Known for its academic quality and its admirable international reputation, LSE ensures that its students have the opportunity to upgrade their professional skills - a university life that I have been looking for. Through LSE societies in consulting and entrepreneurship that I am particularly fond of, they will help ensure that my academic growth pairs up with honing my professional ethics. It will be my personal honor if I can be a part of the LSE community.

I envision that the LSE MSc Operations Research & Analytics program can support my goal in a lot of different ways. Gaining specialization in supply chain and logistics has been my purpose of pursuing an advanced degree, and the undoubtedly distinguished education quality in LSE MSc Operations Research & Analytics will be a step forward. Its variety of optimisation and algorithmic courses intrigues me the most because I want to specialize in the formulation of algorithms for supply chain optimisation. Additionally, the consultancy role, that is part of its practical experience, is also designed to support the needs of students who aim to work in consultancy, like myself. Upon graduation, I can surely apply both my academic and professional skills gained from LSE to pursue my long-term goal of becoming an entrepreneur. It will be my personal honor if I can be a part of the LSE community, and bring the reputation of LSE as an alumni.

Hi Clarysa:

I think this is a great edit!

One adjustment I would make is to shorten the portion of your background (para 1-7) a little bit to make room for connecting your goals and experiences to LSE in more detail.

So far you’ve given more general reasonings on why LSE is the school for you in the last two paragraphs. It would be great to delve deeper into the specifics of which LSE courses will complement your goals, the organizations (and their names), clubs, in-class or out-of-class programs, etc. I think it’s also good to conclude that you’re a great fit for LSE and that you will also contribute to LSE as much as pursuing this degree will contribute to your personal and professional goals.

All the best!