

Personal Statement

Born in a typical industrial city-Tangshan, I have witnessed the prosperity of local coal mining and manufacturing industry. Several years ago, I perceived that some local leading companies, like Tang Shan Iron& Steel Group ,started to implement ERP systems. At that time, I barely had any idea about information system or ERP analytics, I just intuitively thought it would be a promising field. Hence, when I entered university, I chose to specialize in Information Management and Information System, partly driven by the curiosity to explore this promising field, partly influenced by my three cousins who had studied overseas.

As a practice-oriented learner, I developed my own philosophy about learning, which is, in order to develop a concrete understanding of information systems, theoretical knowledge must be combined with practice. Fortunately, University of International Business and Economics endowed me with such opportunity. It provided me with hands-on environments, using state-of-the-art software (such as SAP ERP) and technology to cultivate my sense of system integration and global view. What also stimulated my interest were the well-designed group projects. I learned to adapt to a real world scenario where requirements were more complex. By working through numerous blocking factors, setbacks, and learning curves and continuing to persevere with the data model, I gained a deeper insight on the business need. The core modules, such as Database System, Data Structure, System Analysis and Design, coupled with these industry-related projects, have prepared me for my postgraduate study academically.

After acquiring sufficient theoretical knowledge and insights, I became more interested in the analytical and problem-solving aspect of information system. So I was eager to test my knowledge mastery through academic competitions. In February 2014, chance came when I led a team to participate the Mathematical Contest In Modeling(MCM). Within four days, we were supposed to be located in a separate room to build model which predicts how some real world system will behave. In order to boost efficiency, I broke the problem into three parts, i.e. the models, the solutions, the comparison methods. Starting from very simple models and working toward more complex and realistic models, my team and I went through a series of brainstorming and discussions. Making assumptions, quantifying multiple decision variables and solving deferential equations might be the most challenging parts of the contest. However, we coordinated our efforts and finally came up with an optimized solution. Due to the robustness and practical solutions of our model, we became the Meritorious Winner of this world-level contest. A few months later, I completed a paper based on our findings and got it published in Silicon Valley Magazine, a national-level journal platform. If MCM is the platform where I tested my analytical mind, then the Internet Commerce Innovation Application Contest should be the time when I fulfilled my business talent. By promoting our products or services through mobile platforms and online platforms, I gradually learned how to leverage the online data to visualize the marketing competition and form business strategies. Rewardingly, I obtained the outstanding award nationally in this contest.

Once my heart was set afire by putting knowledge into practice in these contests, I was more eager to discover how information system knowledge works in real business scenario. So I secured an intern position at Information Unit, Ministry of

Commerce. Acting as the data analysis assistant, I was assigned to collect news relating to the cooperation between China and its strategic partners. Besides, I was responsible for analyzing the dynamics of an emerging economic phenomena, P2P Lending. By capturing information from P2P websites, I discovered the mechanism of P2P Lending. Actually, they are websites that bypass the banks by matching up savers with borrowers – and with some claiming to offer returns of 10%-15%. As the data shows, this sector more than doubled in size in 2013. Personally, I think it is mainly because of a perfect storm of factors: years of rock-bottom interest rates that have prompted desperate savers to seek out alternatives. However, this sector is somehow risky in the sense that there is little regulatory protection for investors and borrowers. Thanks to this internship, I developed an overview of the financial sector in China. Half a year later, I seized an opportunity to intern at ERS Department of Deloitte. Working in a consulting company was challenging yet rewarding for me since I took the chance to work with several big clients. When working with Bank of Tianjin, I checked their financial records and accounts through computer networks. To identify the most accurate manner in which to sample transactions, I worked with bank staffs to develop a sample plan. Such experience taught me the essence of cross-department collaboration and cultivated my process-orientation. The internship triggered my desire to step further in information system field.

As my insights are already deepened by these internships and practical contests, I am more clear of what kind of career I want to pursue. In the short run, I plan to obtain a postgraduate MIS degree abroad to further consolidate my expertise. After graduation, I decide to return to China and work in world-renowned multinational company such as Shell and Mars. After accumulating experience in the industry for several years, I will shift to consulting sector, working for employers such as SAP or IBM, to provide customized IT solutions to SME customers. Your program is known for its well-designed curriculum and good relationship with local industry. Given the chance to be involved in your program, it is not only my expertise that will be improved, but also it means higher platform and better network. I look forward to joining your esteemed program.