

## **Letter of Motivation**

MSc Economics – Universität Hamburg

Every morning before school, I would ride on the back of my father's bicycle as he stopped at the petrol station. He always asked for the same amount, 100 Rs., but the fuel he received kept changing. Some days it barely filled the tank; other days it went further. I was too young to understand why, but I noticed how he began reading the newspaper more carefully, folding it open to a page I later learned contained oil prices. That quiet worry on his face, caused by something so distant as a barrel of crude oil, was my earliest encounter with economics: invisible forces, shaping everyday life.

That curiosity guided my academic choices. I completed a Bachelor of Arts in Economics at Mahatma Gandhi University, building a foundation in microeconomics, macroeconomics, public finance, and statistics. I then pursued a Master of Arts in Economics at the same university, where my dissertation, "Impact of Advertisement on Household Consumption Patterns", allowed me to examine how markets shape behaviour through information and perception. Working with data at that level made me appreciate both the analytical tools economics provides and the limits of studying markets in isolation from the broader systems they depend on.

My path has not been linear. A Bachelor of Education in Social Sciences deepened my ability to communicate complex ideas clearly, a skill I now consider essential in any research or policy setting. Currently, I am completing an MSc in International Business Management at the University of Europe for Applied Sciences in Hamburg, where I have developed a working understanding of corporate strategy, financial management, and international markets. Yet the further I progress, the more I find myself drawn back to the structural questions that lie beneath business decisions: How do institutions shape markets? How does fiscal and monetary policy distribute welfare? These are the questions that economics, at its most rigorous, is equipped to answer.

One thread that connects my childhood memory to my current goals is sustainability. My father's anxiety about petrol prices was, I now understand, a small symptom of a much larger dependence, one that drives geopolitical tension, environmental degradation, and inequality across economies. Within the MSc Economics programme, I intend to direct my elective choices and research interests toward environmental and energy economics, exploring how policy instruments, carbon pricing, green fiscal frameworks, regulation, can guide markets toward more sustainable outcomes. My longer-term ambition is to contribute to evidence-based policy design, ideally at the intersection of macroeconomic stability and ecological transition.

Universität Hamburg's programme, with its emphasis on rigorous economic theory, econometrics, and quantitative methods, offers precisely the analytical foundation I need to pursue that ambition seriously. Germany's social market model, balancing efficiency with equity, markets with institutions, represents an intellectual tradition I am eager to engage with deeply. I bring academic preparation across economics and business, genuine

international exposure through my studies in Hamburg, and a clear sense of purpose. I am ready to commit fully to this programme and to contribute to it.

Sincerely,

**Aarathi Anilkumar**