**What kind of a business student are you? The Cornell SC Johnson College of Business offers two distinct business programs, the *Charles H. Dyson School of Applied Economics and Management* and the *School of Hotel Administration*. Please describe how your interests and ambitions can be met through one or both of the Schools within the College. (650 words)**

The idea of greed and thirst for money is a common stereotype linked to the business world. An even darker view is all the CSR gimmicks of greenwashing as industry leaders are lately criticized for. Albeit so, I am a firm believer that value creation for society should be the long-term goal of a business, with profit as a byproduct which will organically come with a genuine vision.

My first taste of the business world was during my internship at a microfinance firm “Amartha”. The holistic internship experience allowed me to observe all working cogwheels and gears from business development to back-end programming. Whilst making social impact reports, I saw their success on leveraging the income of their clients. Observing the difficulties and challenges behind the operations and growth of the enterprise, I admired their attempt to balance profit-making with a value to empower female entrepreneurs in the informal sector despite having to delay their breakeven point timeframe.

I was thrilled when a friend of mine asked for my advice for her beauty care clinic launch. Having just came out fresh out of my internship, I felt adrenaline rushing through my veins as I became witness of her meticulous craft from vision-setting, planning, all the way to execution. As she ventured into the so-called “red ocean”, I highlighted in her the importance of customer loyalty, be it through product differentiation or an attractive price point. Establishing a balance between a premium yet value brand was challenging to say the least, yet she was able to achieve her goal of “enhancing the inner beauty of each client” through distinctive, personalized experiences.

Wanting to set the trail ablaze with my own entrepreneurial journey, I founded “Ourdrobe”, a second-hand fashion marketplace. Valuing the complex, logistical impacts made by the fashion industry, particularly in relation to its ecological and social impacts, I aim to spread awareness of the unseen implications of fast fashion through the induction of a thrifting culture via the platform. My ultimate goal is to contribute, no matter how small the impact, to the industry’s evolution in meeting UN’s Sustainable Development Goals.

My engagements with the business world during high school has helped me to comprehend many, if not all, invisible forces that make or break the market. Cornell’s courses and programs that are tailored to real-world experience aligned with global trends will best equip me to thrive on international waters. Aspiring for my business – or businesses – in the future to integrate the pure concept of a social enterprise, I intend to take a concentration in “Entrepreneurship and Innovation” and “Strategy” at Dyson.

I am keen to study Strategy under Professor Aija Leiponen whose work on innovation, especially with the case of data technology, entranced me. Knowing the true power of data harnessing, it is inevitable that technical know-hows in marketing has to be acquired on top of the applied economic theories supporting decision-making for an unconventional business model to soar in this day and age. Should I be given the opportunity to partake in the Honors Research Program, I plan to conduct my own investigation in business ethics in relation to cheap labor in the fashion industry, an issue enveloping the surrounding community where I grew up. Aside from the core courses in my intended concentration, I would like to take courses the likes of AEM 2220 - Foundational Perspectives and Contemporary Issues in Entrepreneurship and AEM 3380 - Social Entrepreneurs, Innovators, and Problem Solvers.

To close, what makes me so sure that Dyson is the right breeding ground for me lies in the alignment of values as displayed by the “Leadership by Design” initiative. Encouraged to simultaneously build not only my entrepreneurial but also collaborative skills, I look forward to meeting potential collaborators, friends and even competition within the Cornell community as I continue to expand my perspectives through cultural exchange and like-minded conversations under the Dyson umbrella.

*Hi Raisa!*

*Constructing a piece this long is indeed challenging to keep up its vibrance from sentence-to-sentence, paragraph-to-paragraph – but I’m glad that you made it through. Well done with your exemplary, detailed work and I wish you all the best with your application to Cornell!*

*- Matthew*