We would like to know more about your interest in NYU. What motivated you to apply to NYU? Why have you applied or expressed interest in a particular campus, school, college, program, and or area of study? If you have applied to more than one, please also tell us why you are interested in these additional areas of study or campuses. We want to understand - Why NYU? (400 word maximum)

After my encounter with a taxi driver on a ride home, seeing how an employee was more enthusiastic with his job after given a tip, I began to realize how impactful simple incentives could be. From exploring the applications of behavioral economics outside of school, I learnt the importance of human capital. This spark of enthusiasm inevitably leads to higher labor productivity which, in turn, increases a company's profitability.

Interning in Wagely furthered my knowledge of the role employee productivity, driven by wellness, plays in a company. Wagely enabled employees direct access to earned wage any day within zero cost to the company, resulting in an 88% increase in employee wellness. This got me thinking: Small and medium enterprises alone make up 60% of Indonesia’s GDP. How much could Indonesia’s economy grow had labor productivity been prioritized? When I did deeper research, I unfortunately found that employees’ treatment is often overlooked by most Indonesian industries.

As an aspiring entrepreneur, I hope to optimize labor activity by providing a healthy and comfortable working environment. “Profit and principle must coexist. Citizens and consumers around the globe demand—and deserve—both.” As Dean Peter Henry envisioned through Stern, I believe that NYU’s emphasis in creating value to society through business, coupled with the global perspective that it implements to its liberal education, resonates best with my goal.

Stern’s Social Impact Core and classes like Global Business and Human Rights BSPAUB-47 would introduce me to how laws of human rights apply in business while Sustainability for Competitive Advantage BSPAUB-68 would familiarize me with strategies of ensuring effective leadership when advocating for employee wellness. Stern’s Center for Business and Human Rights would provide me with the skills and strategies of optimizing ESG values into corporations where investors help low-wage labor in emerging markets.

Opportunities from promoting social entrepreneurship and sustainable economic development in Ghana to studying in Shanghai amidst its rapidly growing economy would sharpen my skills in adapting to different economic environments—all the while observing

the different labor productivity in each country I visit.

Apart from learning about entrepreneurship, I also realized the importance of financial management, especially in anticipating harsh economic circumstances like the pandemic. NYU’s Business with Finance concentration, more specifically the capital market subfield, would train my skills in analyzing robust financial structures.

At NYU, I’d be home to countless new resources and opportunities, applying knowledge in service to society.