

My ultimate goal is to become a professor at a business school, where I intend to conduct research to advance the understanding of the role that information systems play in organizations. In particular, I hope to investigate: 1) how people perceive and interact during the adoption of technology in an organization, 2) how the designs of an interface affect the use of technology for a variety of users, and 3) whether decision-making via technology has improved the performance of a company. I am applying to the Master's degree in Management at the Memorial University of Newfoundland because I believe this program will undoubtedly enhance my research abilities and prepare me for my future Ph.D. studies in Management Information System (MIS).

My research interests in MIS were kindled this summer when I conducted research in graphical user interfaces and data visualization for Professor Aijun An. This research project partnered with IBM for multiple pedestrian detection over video surveillance to aid airport security; my primary task was to design an interface and develop a web application so that different levels of computing users could see the results of a deep learning algorithm produced by Dr. Al-Shatnawi in our data mining lab.

As I began working, I started to wonder about the impactful connection between humans and technology. Even experts from IT companies like IBM prefer an easily navigable interface, not to mention people with little computing knowledge. Thus, I am interested in further investigating how Human-Computer Interaction (HCI) would influence and benefit different users so that technology could be applied more broadly. Since electronic health has become a significant trend, how would technology facilitate the use of a health system for seniors if a system is too complex to navigate? I am interested in understanding how the design of information systems can resolve this problem and enhance usability among seniors in electronic health.

My other task during the summer was to fill out surveys grading the accuracy of the grammar and syntax of a sentence generated by an algorithm for researchers in our lab to use in their projects. These surveys were not distributed to anonymous contributors because we want to control the quality of the feedback, so that lab members can use these data as an entry point to conduct further related research. This provokes an interesting question: organizations often use the data collected from questionnaires to make profound decisions, but what if the quality of data is low? This may generate a misunderstanding for companies, which causes them to choose an unfortunate direction, hurting them in the long-term. Therefore, I want to further investigate how employers use technology for decision-making to lead their companies in a successful direction.

Besides my research interests, I think maturity, resilience and determination are good indicators for a candidate to succeed in graduate study. I have transferred to multiple institutions due to immigration reasons and a change in my interests. As I am becoming more mature, I now have a clear goal and plan for the future, and my resolution is a motivation to give me strength when I confront difficulties, such as when I stepped out of my comfort zone to speak in front of hundreds of students as a class representative. My background in the study of Economics at the University of Toronto and Computer Science at York University also gives me the requisite technical, business and quantitative training to conduct significant, meaningful research in MIS.

If admitted to the Faculty of Business Administration, I would relish the opportunity to collaborate with Professors Jeffrey Parsons, Sherrie Komiak, Dianne P. Ford, Jennifer Jewer,

Joerg Evermann, and others. I am fascinated by Professor Parsons's work on evaluating the quality of data collection from the general public and the use of information systems to enhance the accuracy of crowdsourcing data. I am intrigued by Professor Komiak's research concerning the creation of guidelines of the usability of Personal Health Records among seniors. I am interested in Professor Jewer's finding on how IT governance helps organizations to manage the adoption of technology when they face the challenge of continuous digital innovation.

In addition to my keen interest in collaborating with specific faculty, the Faculty of Business Administration is an ideal fit for my research ambitions because of its concentration on MIS study with many outstanding faculty members, the environment of small class sizes that provide close mentoring, the Engaging Ideas program that connects the gap between research and the local business community, and its beautiful coastline location in St. John's. These resources and the guidance of the Faculty of Business Administration would empower me to achieve my objective of advancing our understanding of how information systems stimulate the development of organizations.