**Statement of Purpose**

Growing up in a rapidly digitalizing China, I have closely witnessed how electronic commerce transforms daily life, reshapes economies, and redefines interpersonal interactions. My fascination with the seamless integration of technology and commerce naturally drew me toward computer science, culminating in my pursuit of a Bachelor’s degree in Computer Science and Technology at Qilu University of Technology. During my undergraduate studies, I distinguished myself academically, particularly excelling in subjects such as Data Structures (88), Computer Organization (89), Advanced Mathematics (93), Linear Algebra (97), Probability (91), and Numerical Analysis (93). My strong quantitative background and analytical proficiency allowed me to undertake significant projects and internships, each contributing to my growing interest in e-Commerce.

Among my notable academic experiences was the development of an Online Food Ordering System, where I used Spring Boot, MyBatis-Plus, and Spring Security to ensure secure, efficient, and user-friendly operations. Recognizing traditional commercial platforms' inadequate privacy protections, I introduced robust permission control mechanisms, such as the Kerberos protocol for Single Sign-On (SSO), greatly enhancing user data security and fostering higher user trust. In my internship at Dareway Software Co., Ltd., I confronted real-world challenges involving session management, cache consistency, and authorization redundancies. Through the strategic application of Redis caching, distributed locks, and JWT-based authentication, I successfully optimized response times by 20% and database load by 30%. These practical experiences have equipped me with a keen understanding of the technical intricacies behind secure, efficient electronic commerce systems.

My growing academic and professional experiences have significantly shaped my interest in Electronic Commerce, specifically focusing on data privacy and security. The prevalent disregard for privacy in exchange for convenience, exemplified by Baidu CEO Robin Li's controversial statement that users willingly trade privacy for convenience, is a notion I strongly oppose. Electronic commerce should not necessitate compromising user privacy; rather, it should proactively prioritize secure and ethical data management. By pursuing a Master's in Electronic Commerce, I aim to deepen my expertise in privacy-focused technologies, security frameworks, and sustainable e-Commerce practices.

I am particularly attracted to your MSc Electronic Commerce program because it aligns seamlessly with my professional goals and personal values. Your program emphasizes critical aspects such as e-Commerce system construction, security methodologies, technological evaluation, and understanding of the legal frameworks surrounding digital commerce. I am especially excited by the opportunities your curriculum provides in evaluating and employing advanced software technologies and security tools to build privacy-respecting and legally compliant e-Commerce systems. My goal upon graduation is to leverage this specialized knowledge to create innovative digital commerce solutions, prioritizing user privacy and ethical considerations, ultimately aiming to shift industry standards towards greater transparency and trustworthiness.

Finally, I believe my rigorous educational background and professional experiences make me an ideal candidate for your prestigious program. At Qilu University of Technology, renowned for its strength in computer science and home to the National Supercomputing Jinan Center (Sunway BlueLight), I successfully transitioned into the highly competitive computer science major from another discipline, a testament to my determination and adaptability. Due to this transition occurring before final exams, my GPA slightly underrepresents my true capabilities, as I strategically chose to focus on courses aligned with my new discipline. Despite this, I maintained excellent academic standing and earned recognition through various scholarships and competitive achievements, including a Second-Class Scholarship and Second Prize in the China Undergraduate Mathematical Contest.

Joining your MSc Electronic Commerce program represents the next essential step toward achieving my ambition of redefining digital commerce standards, emphasizing security, privacy, and ethical transparency. I am eager to contribute my knowledge, skills, and passion to your distinguished academic community, growing alongside esteemed faculty and peers to drive meaningful change in electronic commerce practices globally.