

STATEMENT OF PURPOSE

I am thrilled to submit my application for the Bachelor in Business Digitalization Management program at Kaunas University of Technology (KTU) in Lithuania. As a visionary enthusiast of the transformative power of digital technologies in shaping the future of business, I am eager to embark on this academic journey in a dynamic and innovative environment.

Lithuania's rich cultural heritage, coupled with its vibrant economy and burgeoning tech industry, makes it an ideal setting to study the intersection of business and digitalization. Furthermore, Kaunas University of Technology's reputation for academic excellence and its commitment to fostering innovation align perfectly with my academic and career aspirations.

My academic journey thus far has equipped me with a strong foundation in business studies, evidenced by exceptional scores in SSLC and Plus Two, alongside a commendable IELTS score of 6.5. Moreover, my practical experience as a Business Development Intern at a tech startup has honed my understanding of the intersection between business operations and digital technologies.

I firmly believe that the future of business lies in the seamless integration of digital technologies across various spheres, from marketing and finance to process management and service delivery. The program's focus on virtual reality, artificial intelligence, robotics, the Internet of Things, and big data resonates deeply with my aspirations to drive meaningful change and contribute to company growth through digital innovation.

The additional values offered by the program, including the opportunity to gain real work experience in leading companies, collaborate with the visionary "Innovation Agency," and pursue global learning opportunities through the Erasmus+ exchange program, further solidify my conviction that this program is tailored for individuals like myself who envision a digitally integrated future.

Upon graduation, I am excited to leverage the skills acquired through this program to become a change initiator, responsible for developing and implementing digital transformation strategies in collaboration with IT and

other specialists. I aspire to be an expert in digital products and services, identifying new business development opportunities and guiding companies through the implementation of innovative business models. Furthermore, I am eager to apply my knowledge in project management and data analytics to drive performance improvement and contribute to the success of interdisciplinary teams.

In conclusion, I am deeply committed to harnessing the power of digital technologies to drive business innovation and growth. I am confident that the Bachelor in Business Digitalization Management program at Kaunas University of Technology will provide me with the necessary knowledge and skills to thrive in this rapidly evolving field. I am eager to contribute positively to the academic community and look forward to the opportunity to learn and grow at your esteemed institution.

Thank you for considering my application.

Sincerely,
Athul Kuriakose