

# Statement of Purpose

My name is Alvin K.A. and I grew up in India with a deep fascination for digitalization and computers. My journey into the world of technology began when my family acquired a computer when I was in seventh grade. I am excited to articulate my passion, aspirations, and the reasons driving my decision to pursue this academic path.

I grew up in an era defined by rapid technological advancements. I have witnessed firsthand the transformative power of digitalization across various industries. This exposure ignited my curiosity and instilled in me a deep-seated interest in understanding how businesses leverage digital technologies to innovate, streamline operations, and create value in today's dynamic marketplace.

My academic journey so far has been driven by a desire to explore the intersection of business and technology. I have completed my 12th grade in 2024 with a 91% grade. Through rigorous coursework in subjects like economics, business studies, accountancy, and information technology, I have developed a solid foundation in both quantitative analysis and critical thinking. These skills have not only equipped me to comprehend complex business challenges but also to propose innovative solutions that harness the potential of emerging technologies.

Furthermore, my involvement in extracurricular activities has enhanced my understanding of the impact of digitalization on business practices. As a member of the school's entrepreneurship club, I worked with like-minded peers to create and introduce a digital platform designed to facilitate peer-to-peer learning among students. This experience not only improved my project management skills but also strengthened my recognition of the importance of technology in promoting collaboration and advancing entrepreneurial pursuits.

During my internship at a leading technology firm, I gained valuable insights into the practical applications of digitalization within a corporate setting. Working closely with cross-functional teams, I observed how data analytics, artificial intelligence, and blockchain technologies were used to optimize processes, improve decision-making, and create new revenue streams. These experiences reinforced my determination to pursue a career at the forefront of digital innovation, where I can make meaningful contributions to organizations' growth and competitiveness in an increasingly digital landscape.

I have chosen Kaunas University of Technology (KTU) in Lithuania for my undergraduate studies because of the institution's strong reputation for academic excellence, innovative curriculum, and dedication to preparing students for future leadership roles in the digital age. I was also impressed to learn that KTU students got the opportunity to intern at **NASA**. The interdisciplinary nature of the Business Digitalization program perfectly aligns with my academic interests and career aspirations, offering a comprehensive blend of business acumen, technological proficiency, and an entrepreneurial mindset essential for success in today's dynamic business environment.

I am confident that KTU will provide me with the knowledge, skills, and networks necessary to thrive as a future business leader in the digital era through immersive coursework, hands-on projects, and collaborative learning experiences. I am eager to seize this opportunity to embark on a transformative educational journey that will not only broaden my horizons, but also empower me to make meaningful contributions to the evolving landscape of business and technology.

I am fully dedicated to using my passion for business and technology to bring about positive change and innovation in the digital age. I believe that the Business Digitalization Bachelor's program at Kaunas University of Technology will be the key to unlocking my full potential and paving the way for a successful and rewarding career.

I would like to request your approval for my application to study at Kaunas University of Technology in Lithuania. If you have any questions, please feel free to contact me using the provided contact details. I am looking forward to your positive response.

Sincerely,

ALVIN K.A

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