**STATEMENT OF PURPOSE**

My name is Margiyana Sabu, and I am from Trivandrum, Kerala, India. I am writing this statement to express my deep interest in pursuing a Master’s in Business Informatics at Vienna University of Technology (TU Wien). I hold a first-class degree in a five-year Integrated BBA LLB program from the University of Kerala, where I consistently ranked among the top three students in my cohort. This academic success reflects my commitment to excellence and a deep-seated passion for both business management and legal frameworks. I believe this unique combination of interests has provided me with a solid foundation, and now, I seek to further my academic and professional aspirations by delving deeper into the role of technology in shaping modern business landscapes.

Throughout my academic career, I have remained committed to achieving high standards of excellence. I secured 98.79% in my 10th grade and 92.08% in my 12th grade examinations, which laid a strong academic foundation. My choice to pursue a five-year integrated BBA LLB program was inspired by my fascination with the intersection of business operations and legal governance. During my undergraduate studies, I achieved an overall score of 70.41%, and it was during this time that I developed a keen interest in how technology, data, and digital transformation are redefining business practices globally. My academic journey has not been limited to theoretical learning; I have also actively sought practical experiences to bridge the gap between theory and practice.

Internships at JC DAS Law Chambers in Kollam and the District Court Kollam gave me invaluable exposure to the practical application of law in business environments. These experiences deepened my understanding of the role that legal frameworks play in business operations, especially when it comes to regulatory compliance, business contracts, and dispute resolution. Moreover, my administrative internship at local village and panchayat offices provided insight into public administration and governance, expanding my understanding of how technology can improve public sector efficiencies. My research on consumer perceptions toward chocolates in Kollam district also opened my eyes to the importance of data analytics and market research in business decision-making. This project helped me understand the critical role of consumer behavior analysis in shaping marketing strategies and product development.

Given my academic background and experiences, I have come to realize that data, information systems, and digital technologies are at the core of modern business strategy and success. This realization has motivated me to pursue a Master’s in Business Informatics. The MSc in Business Informatics at Vienna University of Technology is the perfect program to deepen my understanding of how digital technologies are transforming businesses, both at the strategic and operational levels. This program offers a robust curriculum that integrates business management, information systems, data analytics, and digital transformation, making it ideal for someone with my academic background and career goals.

TU Wien’s reputation for excellence in research and innovation, especially in the fields of technology and business, makes it an ideal institution for my academic and professional aspirations. The program’s emphasis on both business and IT, particularly in areas such as data-driven decision-making, enterprise architecture, business intelligence, and digital project management, will enable me to acquire the interdisciplinary skills necessary to thrive in today’s complex, digital business environments. The opportunity to learn from world-class faculty members who are pioneers in the field of business informatics, and to engage with cutting-edge research, is something I find extremely appealing. The program’s balance between theory and practical application will allow me to apply what I learn in real-world business contexts, and the strong industry connections of TU Wien will provide me with valuable networking opportunities.

In addition to the academic and professional benefits, studying in Austria offers several advantages. Austria is renowned for its academic rigor and is home to some of the best universities and research institutions globally. The country’s rich tradition of innovation, particularly in technology and engineering, makes it an ideal destination for students seeking to expand their knowledge and skills. Austria’s location in the heart of Europe also offers an excellent opportunity to gain international exposure and collaborate with people from diverse cultural and professional backgrounds. The multicultural academic environment at TU Wien, combined with Vienna’s status as a global business hub, will provide me with a comprehensive and holistic learning experience. I am excited about the prospect of studying in such a dynamic and internationally diverse setting, which I believe will broaden my perspective and enhance my ability to work in global business contexts.

Upon completing the MSc in Business Informatics, I plan to return to India and apply the knowledge and skills I have gained in a leadership role within a multinational corporation or consultancy firm. I am particularly interested in working in areas such as strategic management, data governance, digital transformation, and business analytics. My long-term goal is to establish a consulting firm that specializes in helping businesses navigate the challenges of global digitalization, regulatory compliance, and market expansion. I am confident that the technical expertise and strategic insights I will gain at TU Wien will provide me with the tools to achieve these goals and make a meaningful contribution to the business world.

The MSc in Business Informatics at TU Wien will not only equip me with the knowledge of cutting-edge technologies but also prepare me to lead and innovate in the fast-evolving business landscape. I am confident that the skills, insights, and network I will gain from this program will significantly contribute to my long-term professional goals.

I am eager to immerse myself in this enriching academic journey and contribute to the vibrant academic community at TU Wien. I look forward to the opportunity to engage with distinguished faculty, collaborate with like-minded students, and grow both academically and professionally.

Sincerely,  
Margiyana Sabu