

### **Personal Statement**

The world of marketing and advertising has enticed me from a very early age. Looking at colourful outdoor publications, billboard and television advertisements were a source of gratification. Although I did not have a specific plan in mind to continue my education in the field of marketing, the last couple of years of professional and academic experience have reinforced my decision to pursue a post-graduate degree at the University of Cambridge.

Having worked with many small businesses, I eventually realised the importance of marketing. Too many organisations with exceptional potential fail to bring products to market, something I have witnessed on many occasions. In fact, one of the research ideas I would like to pursue during the course, and preferably at a later stage at PhD level, is the investigation of small business marketing. On the one hand, there is an uninformed consent on small businesses' need to invest in marketing to scale operations. However, on the other hand, there is still a significant, practice-driven research opportunity to explore obstacles and catalysts of small business marketing to facilitate economic growth. This aspect may be of particular importance in the aftermath of the COVID-19 pandemic to help businesses recover in the shortest possible time frame. I genuinely believe that gaining insight from research and mathematical modelling is by far one of the most suitable approaches to aid economic recovery on the policy side and help marketers deliver value to businesses. As a small business marketing consultant, I have a relatively broad overview of contemporary marketing issues. Whilst admittedly at the moment I have more questions than answers, I firmly believe my practical experience can valuably contribute to in-class business discussions and help in formulating an actionable research topic and questions for my master's level studies.

Marketing and society are clearly intertwined since marketing is essentially a mirror of the society. Although the personal statement is simply too short to elaborate on this predisposition on more detail, I maintain a keen interest in exploring consumer behaviour, trends, and the implications of some of the megatrends on the profession of marketing. Due to globalisation and the accelerating pace of events taking place in the world, marketing is a quickly evolving field. I am a strong advocate of environmental protection, and a firm supporter of transforming contemporary marketing thinking to achieve a greater compatibility between economic, social, and ecological goals to transform brands. The MPhil in Strategy, Marketing and Operations programme will equip me with a holistic overview and

comprehension of functional business units' interlocked relationships to devise action-driven strategies to supply firms with new competencies.

Outside my work and studies, I am a regular contributor to a selection of marketing blogs and forums. I regularly participate in various volunteer programmes in my community to achieve an outstanding balance between my professional commitment. Most recently, I participated in a Habitat for Humanity campaign to renovate homes of disenfranchised citizens. I trust the MPhil programme is the key to my professional and personal development to evolve into a responsible marketing leader in the near future.