

Personal Statement

As the global economy has been dramatically affected by the COVID-19 pandemic, health economics has played a crucial role in developing innovative ideas and solutions to tackle the pandemic and its adverse effects. In particular, Shanghai was under lockdown for two months this year due to the epidemic's impact. Inadequate policies and services have also resulted in people being unable to secure their livelihoods and health care. This phenomenon has triggered my interest in health economics, a new development model that aims to safeguard and promote the economy's health and allocates resources in a way that preserves the health of life. I hope to further learn more research and practice in healthcare economic evaluation and become a professional practitioner in the healthcare industry. Therefore, I intend to apply for the MSc International Health Policy (Health Economics) programme at the London School of Economics and Political Science (LSE) to explore advanced health economics.

My undergraduate degree in Business Management at the University of Sheffield has enabled me to develop a comprehensive and highly dynamic economics and management knowledge system, equipping me with critical thinking and analytical skills. In particular, the Business Economics module allowed me to lay a solid foundation in global economic policies and concepts, equipping me with various econometric tools to conduct research and analysis. The Accounting and Finance for Managers module enabled me to improve my statistical and modelling skills to gain insights into the capital market. Moreover, by digging into Essentials of Marketing and Principles of Operations Management, I gained a thorough understanding of companies' operational strategies and project management in emerging markets. In a word, my undergraduate studies have consolidated my knowledge and skills in economics, which have instilled great confidence in me further to explore the connection between economics and health care.

In addition to academic accumulation, I have actively participated in various projects to enhance my research skills. For instance, in August 2022, I participated in the 2022 ESR project initiated by the University of Sheffield and the University of Bristol. This project aims to evaluate how the social engagement of multinational companies from emerging markets on social media affects their international business performance. By collecting and analysing posts generated by multinational companies on Twitter about social movements, I have gained a deeper understanding of corporate social responsibility as a mutually beneficial behaviour that is in line with social development and can create more value for the survival and growth of the company. All in all, my project experiences have hugely honed my critical thinking and analytical

capacities. I firmly believe that the competencies acquired from these experiences will undoubtedly benefit me in my master's studies.

After reviewing the overall structure provided by the MSc International Health Policy (Health Economics) programme, I find it to be a perfect match for my academic and professional pursuits. First and foremost, LSE has sufficient education infrastructure, making it possible for me to concentrate on my studies and make the best use of my time. Moreover, this programme will prompt me to specialise in advanced health economics and master statistical methods in healthcare economic evaluation to develop innovative solutions for the healthcare industry. I am particularly excited about the diverse modules in this programme. For example, the Health Economics module will familiarise me with basic economic concepts applied to the health sector. The Behavioural Incentive Design in Health and Health Care module will guide me to examine the role of social and monetary incentives in changing relevant health behaviours. Through the Statistical Methods in Health Care Economic Evaluation module, I will also enhance my ability to use statistical and modelling techniques to apply economic evaluation to the healthcare sector. Overall, this programme will significantly support my academic and career trajectory.

If I can be granted admission to your graduate school, I am eager to delve into the knowledge and application of health economics. In the meantime, I aspire to further progress in my communication, innovation, and analytical capabilities. After obtaining my master's degree, I intend to accumulate more practical skills in a consultancy organisation and develop into a senior manager to contribute to public well-being. I will strive to gain experience in this field to achieve my goal. To sum up, I feel sufficiently motivated to undertake this postgraduate study and am convinced that the MSc International Health Policy (Health Economics) programme at LSE will train me into a well-rounded talent with a keen insight into advanced health economics methods and practices. I wholeheartedly hope that you can give my application a favourable response.