

**Personal Statement**

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Professional work is witnessing a great deal of change and transformation and the rise of technologies like AI has been further transforming the way tasks and industries are automated. There is a need to ponder on how human capital has been transforming. My tenure as a CEO for Golden Arrow International, a private firm in Kuwait witnessed a great deal of transformation. I perceived that AI has been shaping the industry along with business tasks and objectives. However, I also realised that technologies have been dehumanising human potential and workplace culture. Therefore, the entire issue sparked a great deal of interest in terms of assessing and analysing the role of the future of human resources in navigating the digital space and environment. Also, because of my passion for human resource management and the human element, I am applying for this PhD program.

There is no doubt that my academic efficiency has been a strong area for providing me with the motivation for pursuing the PhD study. I have finished my Master's degree in human resource management from the University of Brighton, UK and my focus area has been on analysing the role of contemporary HR practices and related impact on organisational efficiency and success. I have also finished my Bachelor's degree in business administration from Modern Academy, Cairo. During my prior studies, I always focused more on developing strategies through which human resource development can be enhanced and improved to add value to the organisational processes. I also delved deeper into the area of understanding the role of cultural influences on human resource management and development.

I am very much convinced that my learning has been a result of analysing real-world experiences and leading an organisation as a leader. I witnessed a significant amount of change during the six years and during this time, I guided the company by implementing several strategic activities and initiatives. My actions and strategies were also successful in fostering a positive work environment and attracting strong human resources, who further helped the

organisation in long-term growth and development. I also developed a strategic and comprehensive training program with a view of upskilling employees and preparing them to understand technologies. The entire experience was successful and useful in terms of strengthening my understanding of human resource management and focusing on mitigating the rising gap between people and technologies.

My area of interest has been in researching the role of AI in HR practices and over some time, I have been focusing more on analysing how HR can leverage the use of AI for enhancing the contribution of employees along with engaging them for understanding technology disruption. My area of interest is in analysing how performance management can be impacted using AI and what can be potential consequences for understanding core reasons behind employee satisfaction and motivation. I am also motivated to analyse and assess how AI professionals can use data and insights for personalising their career development plans along with creating a culture of futuristic learning within the organisation through shared values and ideas. My proposed area of research aligns with my personal belief that employees can utilise data and information in a better manner and using this ideology will lead to a better value-creation model. I also believe that the implementation of AI in terms of training and development of employees will help assess their strengths and weaknesses and will lead to adding more value to individual and organisational performance. However, this area of research has immense possibility of research and my academic interest will lead to generating valuable insights related to the research area.

My technical skills are also very strong supporting my vision for the PhD program. I am well equipped with qualitative and quantitative research methodologies and over some time, I have focused more on analysing real business situations and problems. This technique has been fruitful in enhancing my interest in various software programs like statistical analysis and

Microsoft Office Suite. I am also learning new skills like data analysis and assessment, which will be further useful in my future endeavours.

My long-term career goal is to focus more on becoming an expert in the field of HR management by assessing how the digital environment has been changing and transforming. A visioned PhD in HR will aid me to learn more about integrating theoretical knowledge with research skills. This will also help contribute to the research area and generate new findings, which will be useful for shaping the future of human resource management being impacted by the evolution of new technologies.

I am also confident that my academic background and skills will be useful in guiding my research interest and my technical skills will be further useful in making me an ideal candidate for the PhD program. The applied program highly focuses on research methods and the presence of faculties will help me in collaborating with some of the skilled mindsets within the professional and academic field. I feel confident that the PhD program will help upskill my ambitions and skills and will lead to a new set of knowledge, learning, and experiences.

I am highly motivated to focus on the challenges and opportunities posed by the PhD program. I am a highly dedicated and motivated individual and will show a high degree of commitment towards the PhD program. I am also confident that through a higher degree of academic excellence, intellectual ability, and perseverance, I will be able to contribute to this program and will be able to make a significant contribution to the field of human resource management.

My experience at Golden Arrow International has highlighted a disconnection between employee well-being and technological advancements. In today's environment, there has been a growing challenge of understanding employees and technologies and aligning them for mutual growth and development. Employee engagement has been a growing concern and

learning about the human-centric approach is highly in demand. Therefore, through extensive research, I will focus more on analysing how technologies can be useful in protecting human interest along with adding value to their skills. The proposed PhD program will help me learn more about people, technologies, and ways to connect them for establishing organisational value.

I further believe that every research requires a strong foundation, proper support, and efficient guidance to generate results and desired outcomes. The University will provide me with a solid foundation where I will be able to connect with like-minded people. I also believe that the success of any PhD program is largely driven by data and information. The proposed research area is extensive and will require development of a deeper understanding of people, technologies, and the environment.

I also think that there are also certain areas where my expertise and skills will be challenged. There are multiple loopholes within the proposed research work. My research will further explore the ethical use of AI within the human resource management framework. I will try to explore biases against the use of technologies within organisations and how proper research findings can bridge this gap in a significant manner.

I also think that my leadership skills will be highly useful and impactful within the research area. I will be able to envision myself as an independent researcher and someone who can partner and collaborate with others in the field of academia and industry to develop useful and robust HR practices. I will also focus on using technological advancements by focusing on human-centred values.

Therefore, as a potential PhD student, I will focus more on contributing to the intellectual capacity and community of the University by participating in various seminars and workshops.

I will be sharing my intellectual findings by discussing them with faculties and students. I will also focus on publishing my research in various academic journals to disseminate my knowledge and contribute to the advancement of human resource management in an efficient manner.

I also believe that there is a need to envision a future where the focus should be more on the efficiency of organisations and building human capacity strategies considering technological disruptions. I will be using data-driven strategies by fostering learning and ethical use of technologies for empowering employees within various organisations. I will also contribute to the area of human resource management being the cornerstone for organisational success in the digital growth period.

Therefore, in conclusion, I believe that the PhD program will be an ideal approach and journey to becoming a committed expert within the field of human resource management. I ensure that through my dedication and right level of motivation along with my passion for the field of human resource management, I will surely excel in this field and will also be successful in contributing to the field of human resource management.

I, therefore request you to kindly consider my skills and expertise along with my experience to provide me with an opportunity of pursuing the PhD program.

I look forward to a positive response and thank you for considering my application.

With Sincerity

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