Aditi Sharma

UHP

Spring Semester 2014

Honors Proposal Reflection

**An in-depth analysis and immersion in International Business and Marketing**

When I was first introduced to the idea of honors experiences at the University of Cincinnati, I was determined to find something that would not only keep me interested and actively involved, but something that would affect and change me in more ways than one. No specific opportunities as such came my way, so I decided to create my own. My father had been working closely with a group of IT specialists in India who had just recently started a company called Positek Solutions in India and were aspiring to expand internationally – specifically to the United States. When I reached out and asked if they had any opportunities for me to get involved, they worked with me to create a marketing internship program that fit the exact guidelines I was looking for.

As a first year, I had been fairly certain all along that I was interested in marketing – but even then the field is far too vast. I looked to this internship as an opportunity to hopefully discover what job I could see myself pursuing in the future, and along with it, I gained better time management and communication skills.

The internship began spring semester as an online job. On a project basis, I worked with members of the company through the Internet for about 16 weeks. This was an incredibly difficult task to complete because of how involved I already was in other activities and organizations. As a full time student, I was already taking 17 credit hours of classes, I spent about 20 hour a week practicing dance with my team, and another 10 or so in meetings or working on group projects. Spring semester proved to be both mentally and physically exhausting. And while in the moment it all seemed quite hectic at the moment, I finished strong and left with lessons and habits greater than just what Positek taught me.

My schedule had me running around all the time, and that encouraged, no, forced me to improve my diet and exercise schedule so that I could stay healthy and keep up with everything life was throwing at me. I was also able to significantly improve my procrastination. Both of these aspects are extremely important to gain success in any field, ad life in general; I have carried these lessons with me ever since the internship ended, and I believe that by continuing to do so I will be on the road to achieving my professional and personal goals.

After working with Positek for a few weeks here, I traveled to their site in Pune, India, to work with them for another two weeks. Now most of my family lives in that city and I visit quite often so the environment wasn’t much of a change to me. What really came as a surprise was the way people there interacted with each other in professional settings. By comparison, everything seemed to be a lot more laid back and relaxed – from every day functions, to meetings, and even interactions with clients. I came to understand that culture is a huge factor in the way professional relations are made – this is a trend not only seen in India, but in countries across the globe. For example, in the United States time and quality are two of the most important factors when it comes to virtually anything. When it comes to marketing, an American audience would be completely turned off by something as simple as a typo or an advertisement with too much content on it. On the contrary, people in developing countries are just being introduced to newer technology and marketing techniques; they are simply drawn in with something they haven’t seen before, something different.

When I came to Positek, I noticed that they were not thinking globally, and were stuck on Indian marketing techniques. There were spelling and grammatical errors in many of their advertisements, and everything seemed quite cluttered. As a marketing intern, it became my job to help the company improve its marketing techniques, as well as develop new ways to reach their target market.

Along with helping the company increase their social media presence and quality of advertisements, I was connected with the application development section. My job was to come up with new app ideas for the company to create and then writing business plans, complete with marketing strategies. In the spring semester of my Freshman year I had done something similar – create a hypothetical business and create a plan for it, but being able to do so with a real company knowing that there is a good chances my ideas will become a reality was just something else. I think there is a certain satisfaction in being bale to create something out of nothing, and taking it a step further, to see other people utilizing and enjoying your creation.

This exact realization is what led me to my decision for the future. Entrepreneurship. I want to be my own boss, I want to be able to create ideas, things services – anything – for people not only use but get involved with themselves. I want to meet as many people as I can, local and international.

I’m not going to lie and say that this internship is the sole reason I reached this decision and make my experience sound like a magical story. But in honesty, I think my involvement with such an inspiring group of people had to do a lot with it. The CEO of the company is an entrepreneur himself, and seeing being able to his struggle and then well-deserved rise to success has motivated me to do the same. An entrepreneur has no limits as to what he can and can’t do; all of the power is in his/or her hands. I want to be in charge of my personal and professional life as well. Using what I have learned at Positek Solutions, I will be able to better understand and pursue my goals.