



# First-Year Student Joyce Tawdros Shares Her Story of Empowerment and Entrepreneurial Passion

by Dan Brannan, Content Director  
April 1 2023 7:54 AM

**EDWARDSVILLE** - “SIUE gives me a voice and encourages me to pursue my interests and aspirations,” shared Joyce Tawdros, first-year business marketing student at Southern Illinois University Edwardsville.



Tawdros' passion for entrepreneurship and her appreciation for the women who came before her drives her to succeed.

Throughout the month of March, SIUE has celebrated Women's History Month. Tawdros has had many influential women figures in her life and celebrates their achievements and reflects on their struggles, which has helped her get to where she is today.

"Women's History Month is a recognition to all the amazing women who have shown courage, dedication, ambition and determination to inspire women everywhere," said Tawdros. "With the challenges women have been faced with for so long, it's a chance to not just acknowledge the obstacles we've overcome, but the obstacles we've yet to overcome."

Tawdros herself is an inspiration. Moving to Illinois seven years ago from Egypt, Tawdros adjusted to life in the United States and became a citizen last fall. In her junior year of high school, she started her business, JT Creative, a website design company.

Even though she has not finished her first year yet at SIUE, Tawdros has made a great impact through her involvement at the University. She is part of the honors program, a Community-Oriented Digital Engagement Scholar (CODES) and continues to pursue her future entrepreneurial ideas with the business knowledge she is gaining in the SIUE School of Business.

"I want to empower other women to reach their goals and potential," she said. "I hope to inspire women as a Christian, mentor, leader, listener and businesswoman."

The [School of Business](#) is among an elite 5% of business schools worldwide that have earned the prestigious accreditation from the Association to Advance Collegiate Schools of Business (AACSB International). This accreditation represents the highest standard of achievement for business schools worldwide. Less than 25% of AACSB accredited schools also hold [the accounting](#) accreditation. For the 16th consecutive year, the School of Business is named an outstanding business school by *The Princeton Review*: "The Best Business Schools: 2022 Edition." *The Princeton Review* recommends the School as one of the best institutions in the U.S. from which students can earn an MBA. Nearly 29,000 alumni have earned degrees from the SIUE School of Business.

Joyce Tawdros, first-year business marketing student at SIUE.

**Video: [First-Year Student Shares Her Story of Empowerment and Entrepreneurial Passion.](#)**