

The Pearl Initiative's Gulf Region Wide Student Case Study Competition

Awards Ceremony

Muscat, Sultanate of Oman, May 9, 2018



Introduction

With the support of the Siemens Integrity Initiative, the Pearl Initiative holds an annual Case Study Competition for business and law students from leading universities in the Gulf Region to research, write and submit case studies on corporate good practices. This programme has reached over 1000 students from more than 35 universities across the Gulf Region. This programme supports the Pearl Initiative's mission to grow a knowledge base on regional responsible business practices, and to enhance the capabilities of future business leaders.

The competition aims to increase knowledge on corporate accountability, engage and inspire students to understand the real-life applications of ethical business practices. In addition, the competition better equips graduating students when entering the private sector by highlighting key issues in governance, risk management and compliance.



Judging of Case Studies

Submissions were assessed by a Judging Panel to determine the top 3 entries. The panel consisted of three judges:

- Adnan A. Al Mahmoud, IT and Knowledge Manager, Gulf Petrochemical Industry Company (GPIC)
- Campbell M. Steedman, Managing Partner, Winston & Strawn LLP
- Rania Rizk, Senior Vice President and General Counsel AMEA, PepsiCo

Awards Ceremony

The Awards Ceremony was held at Sultan Qaboos University, Muscat, Sultanate of Oman on 9 May 2018 to recognise and award the students and faculty champions that took part in this competition. The Ceremony was attended by over 50 students, faculty members and executives from renowned organisations and universities from across the region.

The event commenced with an opening remark from Ms. Carla Koffel, Executive Director, Pearl Initiative.

Dr. Saeed bin Mubarak al Muharrami, Member of the State Council, and Associate Professor at the College also addressed the students. "The case studies contain information that the business community across the world and the region in particular can benefit from with adoptable best practices that can be adapted to suit individual corporation's needs. These case studies can be used as research materials for universities too".

The keynote speech was delivered by Damien O’Riordan, Head of Internal Audit, Bank Muscat who said: “Congratulations to the Pearl Initiative competition winners who have demonstrated that responsible business practices are key to ensuring healthy, productive and sustainable economies and societies. Corporate accountability, transparency and governance define good business practices. Bank Muscat always strives to do business the right way. Governance, conflicts of interest, compliance, anti-money laundering (AML) and sanctions are all areas that the bank manages effectively. Engaging all stakeholders in the process of defining and implementing good business practices has helped the bank to improve the effectiveness, acceptance and ease of their implementation. As the largest banking services provider in Oman, Bank Muscat understands that its responsibility is not only to depositors and shareholders, but to the wider community to set high standards in best business practices and maintain them. We have this responsibility to Oman also.”



Award Recipients

The first prize was awarded to **Ghaida Saad Alqahtani** from King Saud University for her case study on the anti-money laundering practices implemented by Riyadh Bank, supervised by Lubna Rizvi Syed Atif.

Maha Alissa and **Sara Almegbel** from Prince Sultan University were awarded the second prize for their case study on the anti-corruption and bribery practices implemented by SABIC, supervised by Dr. Jolly Sahni.

The third prize was awarded to **Felwa Alromy**, **Ruba Althunayan** and **Reem Alqarni** from Prince Sultan University for their case study on the anti-money laundering practices implemented by Samba Financial, supervised by Dr. Jolly Sahni.



THE COMPETITION

Undergraduate and graduate business and law students enrolled at accredited universities across the Gulf Region were eligible to enter the competition. Competition entries had to be in the form of a written case study in either English or Arabic, submitted by a team of up to three students.

The case studies must describe an example of a fully implemented good practice within a company based on integrity-related policies such as

- Anti-corruption policies
- Third party due diligence
- Ethical labour practices
- Anti-money laundering

The case study can be based on any corporate organisation based in the Gulf Region, including state-owned entities, listed companies, private companies, family businesses, and small and medium-sized enterprises. Student teams collect information for the case study through secondary research of data in the public domain. They also contact and interview the relevant responsible executives at the company profiled.

The overall aims of the Pearl Initiative's Case Study Competition are to

- Contribute to documenting and increasing knowledge on corporate accountability and transparency.
- Engage and inspire business students in understanding real-life application of integrity, ethics, responsibility, governance, transparency and accountability within a business context.
- Improve the links between business students and companies.
- Reward student capability and performance.
- Recognise companies with accountable and transparent business practices.

FUTURE PLANS

After having successfully held three competitions in Saudi Arabia, the UAE, Bahrain respectively and then two across the GCC, the Pearl Initiative will be rolling out the third round of the Gulf Region Wide Student Case Study Competition in Fall 2018. For more information, visit our [For Students and Universities](#) page or contact Ghadi Khalili at gkhalili@pearlinitiative.org.