



Event Report

Gulf Region-Wide Student Case Study Competition Award Ceremony

Anti-Corruption Best Practices Programme

Event Date: 17 April 2019

Event Location: Higher Colleges of Technology (HCT) Women's College, Dubai, UAE





Pearl Initiative

Event Report: Student Case Study Competition 2019

Executive Summary

As part of their partnership with the Siemens Integrity Initiative, the Pearl Initiative holds an annual Case Study Competition ('Competition') for students from leading universities across the Gulf Region to research, write, and submit case studies on the integrity best practices implemented by regional businesses.

Through the engagement of students with businesses, the Competition raises awareness on corporate accountability and inspires students to understand the real-life applications of ethical business practices and equip graduating students when entering the Private Sector with knowledge on key governance, risk management and compliance issues.

This year, the competition saw the participation of seventy (70) teams from thirteen (13) renowned regional universities who all submitted comprehensive case studies. To date, this Competition has seen the participation of over thirty-five (35) universities, two-hundred and fifty (250) teams and over a thousand (1000) students from across the Gulf Region.





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Award Ceremony

The Award Ceremony was held at HCT Dubai Women's Campus, United Arab Emirates, on 17th April 2019 to recognise and reward the students and faculty champions that took part in this Competition. The Ceremony was attended by over fifty (50) students, faculty members and executives from renowned organisations and universities in the region.

Dr Mohammad Molhchim, Dean of Academic Operations, HCT College initiated the session by congratulating all the participating students on their accomplishments. He highlighted: "The case study competition provides information that the business community from across the world and the region in particular can benefit from adoptable best practices that can be tailored to suit many corporations' needs."

Yasmine Omari, Executive Director, Pearl Initiative then introduced the audience to the Pearl Initiative. She addressed the vision and objectives of the Competition and emphasised the importance of exposing youth to such issues at an early age.

The keynote speech was delivered by Rania Rizk, SVP & General Counsel, PepsiCo, who congratulated this year's winners and highlighted their achievement in demonstrating that responsible business practices are essential to ensure healthy, productive and sustainable economies and societies. She also shed light on PepsiCo's philosophy, "doing business the right way," by engaging all stakeholders in the process of defining and implementing good business practices to help the company improve the effectiveness of their integrity practices. As a multinational organisation, PepsiCo understands that its responsibility is not only to shareholders, but to the wider community to set high standards in business practices and maintaining them.



Award Recipients

The first prize was awarded to **Nouf Alajlan**, **Mashaal Almarzooqi**, and **Rasha Elrayes** from Prince Sultan University for their case study on the Anti-Corruption Policies and Practices implemented by Dunkin Donuts, supervised by **Sarah Alshareef**.

Aisha Almarzooqi and **Sumaya Mohammad** from HCT Dubai Women's Campus were awarded the second prize for their case study on Ethical Labour Practices at implemented by Etisalat, supervised by **Dr Bistra Boukareva**.

The third prize was awarded to **Marwa Almarzooqi**, **Sara Al Meer** and **Aysha Sulaiman** from the University of Bahrain for their case study on the Anti-Money Laundering Practices implemented by Bahrain Islamic Bank, supervised by **Dr Naglaa El Dessouky**.



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Case Study Judging Process

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

- **Noura Alturki**, Vice President, Nesma Holding Company, KSA
- **Hani Ashkar**, Middle East Senior Partner & UAE Country Senior Partner, PwC, UAE
- **Elena C Cruz**, Vice President, Head of Brand and Corporate Responsibility, Emirates NBD, UAE

About 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 (3) 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, and
- 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, using data available in the public domain. They also contact and interview the relevant responsible executives at the company being profiled in the case study.

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, and
- Recognise companies with accountable and transparent business practices.

Future Plans

After having successfully held six competitions since 2013, and having held three award ceremonies in Saudi Arabia, the UAE, and Bahrain, the Pearl Initiative will be rolling out the fourth round of the Gulf Region Wide Student Case Study Competition in the Fall of 2019. For more information, visit our [Students and Universities](#) page, or contact Ghadi Khalili, Head of Student Engagement, at gkhalili@pearlinitiative.org.