



What is the Student Insights Program?

The goal of the Student Insights Program is to help create an active connection between the academic community and the corporate world. Corporate leaders and managers will be exposed to the most innovative thinking emerging from select universities, while academic institutions and their students will have an opportunity to expose their thought leadership to the corporate world.

Dinar Standard™ will select and profile practical and high impact business insights submitted by students from select universities. These insights will be in the form of short corporate success stories, case studies, research summaries, and strategy analysis that cover the topics of management, innovation, marketing, and finance, which relate to the Muslim world.

Submission Guidelines & Requirements:

1. Articles may be submitted by individuals or teams of students (graduate or undergraduate) currently enrolled in a University program.
2. Faculty member(s) can serve as advisors to the submissions.
3. Articles must be short and concise and should be kept to a maximum of 800-1200 words.
4. Articles may be submitted by individuals or teams of students (graduate or undergraduate) currently enrolled in a University program.
5. Faculty member(s) can serve as advisors to the submissions.
6. Articles must be short and concise and should be kept to a maximum of 800-1000 words.
7. Articles should provide practical insights in the form of case studies, best practices, success stories, research summaries, or business strategy analysis.
8. For general submissions, articles should relate to key topical sections of Dinar Standard™. To be considered for the quarterly contest, submissions should relate to the Quarterly theme that can be reviewed in the [Contest section](#) on the website.
9. Articles must relate to the broader Muslim world or can be specific to any OIC member countries.
10. Students from any University or department are welcome to submit an article as long as the submissions relate to the above-mentioned criteria.
11. All submissions must be in English.
12. Submissions should include supporting graphs or visuals where applicable
13. The Editorial Board will judge submissions according to their respective section.
 - o The Editorial Board may edit submissions.
 - o There are no guarantees that a submission will be published.
 - o All editorial decisions made by the Editorial Board are final.
14. All submissions must include short (400 words maximum each) profiles of the author(s) and their institution. Contact information should also be included.
15. Submissions must be approved by a university representative (Asst. Professor, Professor, Dean, Department head, or Dean)

Quarterly Contest Submissions

- Separate from the Monthly General Submissions
- Submissions are based on a select theme per quarter
- Entries qualify for a US \$100 award along with a Student Insights - Quarterly Awards Certificate.
- Awards are announced once a quarter
- Check the website for this quarters theme at: <http://www.dinarstandard.com>

Subject Categories:

All submissions should align to providing actionable insights addressing the unique challenges and opportunities of businesses in the Muslim world. Submissions should be in the form of best practices, success stories, research summaries, or business strategy analyses. (For the Quarterly Contest, topics should relate to the Theme for the quarter, which is listed in the [Contest section](#) on the website)

For the General Submissions, following are the key subject areas covered by Dinar Standard™ and some suggested topics. All topics must provide practical perspectives for today's business managers :

Current Challenges

This section addresses current geopolitical and macro-economic challenges being faced by businesses in the Muslim world. Suggested topics include:

- Post 9-11 image crisis
- Impact of WTO agreements
- Impact of regional conflicts
- Industry changes
- Government barriers and support
- Social development
- And more

Innovation

This section addresses 'Innovation' as a business discipline and the opportunities and barriers that are present within the Muslim world. Suggested topics include:

- New products serving new markets
- Successful innovator profiles
- Innovation strategies and pitfalls
- Innovation as a business process
- Cultural hurdles
- And more...

Management

This section covers management related aspects with perspectives unique to the Muslim world. Suggested topics include:

- The Impact of corruption
- Corporate governance and transparency
- Visionary leadership
- Global quality standards and processes
- Islamic principles of leadership and ethics
- Maximizing particular regional human resource strengths

Finance

This section covers a variety of Finance related topics with perspectives unique to the Muslim world. Suggested topics include:

- Venture Capital/ Private Equity
- Public Financing
- Recent capital raising analysis
- Risk management
- Regulations and Standards
- Mergers & Acquisitions
- Islamic Financing options

Marketing

This section covers marketing related aspects with perspectives unique to the Muslim world. Suggested topics include:

- Marketing strategies
- Marketing Budgets
- Branding
- Public Relations strategies
- E-Marketing
- And more

Contact & Deadlines:

DinarStandardSM
Business Strategies for the Muslim World

General submissions must be sent to the attention of Mr. Sajjad Chowdhry by the 10th of the month. (For the quarterly contest submission deadlines, please refer to the quarterly [contest section](#).) Submissions should be sent as e-mail or be attached as MSWord document to studentinsights@dinarstandard.com.