

SHIN RESEARCH
EXCELLENCE AWARDS



**A Partnership of the
International Insurance Society and
The Geneva Association:**

***An insurance research program for business - Sponsored by
business.***

CALL FOR PAPERS

**To be presented at the IIS Seminar in Rio de Janeiro, Brazil
June 17-20, 2012**

The International Insurance Society / Geneva Association Research Initiative

The Shin Research Excellence Awards is presented annually by the International Insurance Society and The Geneva Association through a research partnership program. The research program is designed to foster original, practically oriented ***applied research in the insurance field*** addressing issues of concern to global insurance leaders by examining subjects which directly influence business operations and operational business issues on a practical level.

The Shin Research Excellence Awards' winning research will be presented at the annual IIS seminar in Rio de Janeiro, Brazil, June 17-20, 2012 where a delegation of over 500 insurance professionals representing 50 nations is expected. The IIS seminars provide a forum for business leaders, regulators and academics to explore issues facing the global insurance industry.

Recognizing that research anchors productive dialogue with facts and serves as a catalyst for forward looking innovation, the 2012 research program will focus on microinsurance, a key theme that is attracting attention across industry sectors in both developing and developed markets. With 80% of the world's population living in emerging markets there is a vast untapped demand for insurance. Microinsurance currently covers approximately 5% of the potential market and therefore is quickly emerging as a significant driver of economic growth and profitability for insurers looking to expand their market share in developing markets while building a robust customer base for future expansion.

Together with The Geneva Association, the IIS has identified three issues around the theme of developing and furthering insurance solutions in developing countries that are both socially beneficial and economically viable. We invite submissions of original - developed for this particular program - empirical research and case studies on the following:

INSURANCE SOLUTIONS FOR DEVELOPING COUNTRIES:

- Microinsurance
- Public-private partnerships
- Innovative solutions

The research will be published in a special edition of ***The Geneva Papers on Risk and Insurance — Issues and Practice*** and distributed by the IIS and The Geneva Association. Awards in an amount up to US\$5,000 are presented to qualifying research and the author will be hosted at the IIS annual seminar, including travel expenses, to present their research and actively participate both formally and informally throughout the seminar.

The deadline for submissions is January 25, 2012.

Submissions must be in the English language, consisting of approximately 6,000 words and include: a cover page containing the paper title, author(s) affiliation and contact information; a two-page text explaining the purpose and importance of the research, research methodology, results and a summary of the implications on the industry. Only full papers will be accepted for review and consideration. The paper cannot have been published in any other forum prior to its submission to the program. Please send submissions to: secretariat@genevaassociation.org with the subject line: "IIS / Geneva Association Research Awards Submission." A Judging Committee will review all submissions and authors will be notified of the selections in March 2012.

Patrick M. Liedtke
Secretary General and Managing Director
The Geneva Association

Michael J. Morrissey
President and Chief Executive Officer
International Insurance Society