

# A SIMPLE YET GREAT IDEA, A BELIEF AND CONSISTENCY



**Dr. Mazhar Samer Kantakji**

Senior Lecturer, University of Kuala Lumpur

Since its inception in 2012, GIEM has exceeded all expectations or at least my expectations. It did reach almost all parts of the world and thus it allowed us to share the opinions of a wide variety of amazing scholars who come from different countries and cultures. Allah SWT says: *“O mankind, indeed We have created you from male and female and made you peoples and tribes that you may know one another. Indeed, the most noble of you in the sight of Allah is the most righteous of you. Indeed, Allah is Knowing and Acquainted.”* [49:13]

The above verse makes it clear that our differences are actually meant to be a positive thing that shall only make us stronger rather than divide us. My point here is that in order to achieve such a unity we certainly need the platforms to do it. And GIEM has proven itself throughout the last eight years to be one amazing non-profitable platform.

I clearly remember the day GIEM took off with zero capital and an idea that meant so much to those involved in the project and especially to their leader who happily sacrificed the needed time and effort. The idea was simple. Spreading the knowledge. The Prophet SAW says: *“When the human being dies, his deeds end except for three: ongoing charity, beneficial knowledge, or a righteous child who prays for him.”* [Source: Ṣaḥīḥ Muslim 1631]. GIEM focused on the second deed, beneficial knowledge. During eight years, GIEM has published more than 2000 articles and 800 books in various industries. Bear in mind that none of the employees nor owners gets paid starting from editors to professors and ending with designers and proofreaders. This is a vital lesson on what makes a business destined to find success. Honestly, I myself doubted

that GIEM would achieve half of what has been achieved. I thought that capital is never a factor to be eliminated from the success equation. However, I turned out to be wrong and there exists far more important factors to find success on a global scale. GIEM has now achieved an important milestone, its 100<sup>th</sup> edition. From my perspective observing GIEM's journey, there are three main factors to its success, namely a simple yet great idea, a belief, and consistency.

GIEM started with a simple idea of spreading knowledge. To ensure this knowledge is useful, GIEM has specialized in one field that is Islamic economics. To refine the knowledge, reputable editors such as university professors as well as industry experts were put in place and their main task was to filter the knowledge in order to provide GIEM worldwide readers with the best refined knowledge on hot topics and current issues in the field. However, it is important here to recall that GIEM is not only non-profitable but also does not generate any income to carry on its operations. At this point, it is critical to discuss the second factor that is belief. GIEM's team is united under one goal that is spreading the knowledge, hence, their idea was derived from their united belief that emphasizes on the importance of spreading knowledge. From a conventional perspective, the main idea is usually profit maximization and the driver of the workforce or the belief of the team stresses on the importance of a materialistic goal that is profit maximization. Hence, all of those involved are passionate about profiting and therefore the team is driven by this force. In short, belief derives passion and therefore the stronger the belief the stronger the passion. As for GIEM, the team is rather passionate about spreading the knowledge regardless of the materialistic achievements such as profit volume and growth rate. Instead, GIEM as an independent organization has always prioritized spreading the knowledge at any cost.

Last but not least, consistency in my opinion was GIEM's hidden force. Regardless of the circumstances, GIEM has always delivered and published on time. From my perspective during the inception of GIEM, I opined that in order to create refined content there is a large need to finance GIEM operations, which shall ensure quality requirements are all met. However, GIEM has achieved that through gradual minor improvements, yet very consistent. From

a reader perspective, it is crystal clear that the improvement in GIEM's output was not abrupt but rather very slow and very consistent. Of course, the slow pace was due to the limitation of available funds but that did not actually stop the team from continuing to sacrifice the needed effort and time to achieve the desired level of quality in the long-term. I congratulate GIEM's team and every person and organization who contributed to its success. I salute you for being passionate about your goal, consistent in doing it, and patient in harvesting the fruits. I would like to conclude from the perspective of the loving son of Dr. Samer Kantakji, I thank you for always leading me and your team by example. I congratulate you on believing in your ideas and in us as your team and sons/daughters from all over the world. I salute you for being very consistent and dedicated in doing the work, and for your strong will to overcome the major and minor obstacles we faced throughout the years. You set the bar high and thus you left us with no option but to try and work harder every day to continue your legacy and spread the knowledge.