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INCREASING WAYS OF THE PRODUCTION EFFICIENCY IN OIL-GAS INDUSTRY

Açar sözlər: iqtisadi inkişaf, neft-qaz sənayesi, bazar, səmərəlilik, məhsuldarlıq

Key words: economic development, oil-gas industry, market, production efficiency, productivity

Ключевые слова: экономическое развитие, нефтегазовая промышленность, рынок, эффективность, производительность

Azerbaijan's rapid economic development in recent years, superiority of its growth rate over the world development figure, deepening the integration into the world economy, strengthening the economic policy aimed at the protection of exchange rate and financial stability in terms of the effect of global processes to the national economy was possible due to the political will of the state. Enriching in terms of quality and quantity, the stability and the concept of sustainable development acquired a new content. Since late 2003, the dynamism observed in the economy has got the other stage and it has created the base for capturing a distinctive character in terms of the content with all components of economic reforms for the upcoming years. It is very difficult to organize the sale of products efficiently and withstand the competitive struggle without the investigation of commodity markets, segmentation of the markets and choose a target market. Appropriate marketing structures should be created; suitable marketing concept should be developed and effective marketing investigations should be carried out for the implementation of above –mentioned directions of the country economy, including the oil industry.

Several appropriate structures have been created and are operating for the implementation of marketing investigations in a number of joint and private enterprises of trade, service and oil industry. But there is still no such a single structure that covering the country's oil production in the oil industry, including the oil refining and petrochemical industries. And as a result of it, these enterprises come across a number of difficulties in the sale of their products. So, creating marketing structures and developing appropriate marketing concept are one of the most important problems facing the oil industry facilities. The current situation has caused the

necessity of the investigation of development and improvement opportunities of the marketing concept in oil industry enterprises.

The steady increase in demand for oil industry products has also raised the attention to the products of SOCAR in the world economy. In order to meet these needs, a number of enterprises and organizations of the oil industry have been declared open for privatization to ensure the liberalization of the economy, business expansion, the rapid development of economy, increasing its efficiency by means of attracting investments. And it has created a great need for the construction of new oil-chemistry complex which allows a maximum increase in the volume of exports by applying modern equipment and latest technologies that are able to provide extending the range and improving the quality of the oil refinery and petrochemical products in the country. The reconstruction of the oil refinery, petrochemical and chemical industry is necessary for the implementation of utilization of various industrial wastes and some substances damaging the waste products and wastes generated in production as well ecological balance by means of new petrochemical complex, mainly waste technological processes construction. And in its turn, it is of great economic and ecological importance.

The strengthening of dynamic development has led to a new landscape management in the image of the country. This is directly related to the significant increase in domestic investments. The reduction in the volume of foreign investments due to domestic investments in Azerbaijan made the republic become a potential investor. The government is expending the investment program for both local economy and the economy of the countries having strategic allies. The construction of the oil and gas complex by Turkey, Georgia, Moldova, Romania and other countries, investment in those countries which are strategic partners of Azerbaijan confirms it once again.

The essence of economic activity analysis in oil-gas industry includes comprehensive investigation of technical level of the production, quality and competition standing of the produced goods, providing the production with material, labor and financial resources and their effective use.

Analysis is based on systematic approach, taking different aspects into account complexly, collecting accurate information and it acts as an important management function.

The aim of economic activity analysis of the enterprise is to investigate all activity types systematically and to increase efficiency of the production on the base of summarizing the obtained results.

The obligations of economic activity analysis of improving the production efficiency in oil-gas industry are the followings:

- identification of the real situation of the analysis object;

- investigation of the composition and properties of the object, comparing it with known analogues and normative quantities;
- determination of the changes in the object situation during a period of time;
- determination of the aspects causes the changes in the situation of the object and accounting of their effects;
- prediction of the main tendencies.

Choosing the purpose of economic activity analysis of improving the production efficiency and proper investment of the obligations are of great importance. The real situation is determined, methods of optimal decision-making are developed, management methods are chosen, in the organizational, technological, commercial, and other activities of the enterprise different measurements are carried out on the basis of the set objectives and available opportunities. At the same time analysis method is the unique mechanism for economic relations. Its concrete form is to use production means effectively, to contain material interest, economic accounting, planning and other problems. In its turn, it involves the staff in the implementation of comprehensive measures to improve these indicators. The number of aspects influence on economic activity is growing steadily due to the impact of scientific- technical progress. This requires operative impact on the production process. Operativeness is of great importance in the production management in a market economy. Hence, the purpose of economic analysis use in the management is to help the determination of effective usage ways of the resources at its disposal.

It must be noted that labor productivity, staff qualifications, providing them with main funds and other terms are of great importance. Resources must be found in several directions. It consists of the followings:

1. The source of domestic economy. It includes efficient use of workforce, increasing the production of the main funds and finally effective use of raw materials;
2. Sources of total production. These sources include organization of production, domestic economy specialization, reduction of production lead time;
3. Outside sources of production. It includes penalties cancellation, reducing non-productive costs.

Creative nature of labor is one of important terms to detect the sources. First of all, creative nature of labor means the increase in specialty, improving quality of the product, application of the science to the production, detecting inventions, developing effective proposals.

Economic activity analysis principles (main features) of improving productivity in oil-gas industry include the followings:

- accurate reflection of the real situation;
- scientific justification;
- reflection of the certain aim;
- systematic character;
- complexity;
- sequence of separate elements;
- reflection of territorial peculiarities.

The main ways used widely for the economic activity analysis in practice are the followings:

- analysis of production structure and processes of the economic system;
- analysis of managing system and management processes;
- operative decision –making, control of the production process and using different technical means in the collection, development and storage of the information needed for accounting complex analysis of production management.

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A.Yunsurova

Neft-qaz sənayesində istehsal məhsuldarlığının artırılması yolları

Xülasə

Məqalə neft-qaz sənayesində istehsal məhsuldarlığının artırılması yollarından bəhs edir.

Ticarət, xidmət və neft sənayesinin bir sıra birgə və özəl müəssisələrində marketing araşdırmalarının həyata keçirilməsi üçün bir sıra müvafiq strukturlar yaradılıb və fəaliyyət göstərir. Ancaq neft sənayesində neft emalı və neft-kimya sənayesi daxil olmaqla ölkənin neft istehsalını əhatə edən

yeganə struktur yoxdur. Bunun nəticəsində, müəssisələr öz məhsullarını satmaqda bir sıra çətinliklərlə qarşılaşırlar.

Beləliklə, marketinq strukturlarının yaradılması və müvafiq marketinq konsepsiyasının hazırlanması neft sənayesi obyektlərinin qarşısında duran ən vacib problemlərdən biridir. Hazırkı vəziyyət neft sənayesi müəssisələrində marketinq konsepsiyasının inkişafı və təkmilləşdirilməsi imkanlarının araşdırılmasının zəruriliyinə səbəb olmuşdur.

А.Юнсурова

Повышение путей производственной эффективности в нефтегазовой промышленности

Резюме

Было создано несколько соответствующих структур, которые работают для проведения маркетинговых исследований в ряде совместных и частных предприятий торговли, услуг и нефтяной промышленности. Но до сих пор нет такой единой структуры, которая охватывала бы добычу нефти в нефтяной промышленности страны, в том числе нефтеперерабатывающую и нефтехимическую отрасли. И в результате эти предприятия сталкиваются с рядом трудностей при продаже своей продукции.

Таким образом, создание маркетинговых структур и разработка соответствующей маркетинговой концепции - одна из самых важных проблем, стоящих перед предприятиями нефтяной промышленности. Нынешняя ситуация вызвала необходимость изучения возможностей развития и совершенствования маркетинговой концепции на предприятиях нефтяной промышленности.

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