

International cooperation and organizational changes (on example of gas pipeline industry)

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INTRODUCTION

The research of process of realization of international scientific and technical cooperation requires the proper methodical tool on an analysis, design and prognostication of international activity of management subjects. Taking into account the features of development scientific, highly technological manufactures as bases of scientific and technical sphere of international cooperation it is necessary to research the cooperation of scientific, technological, technical, economic, international and other elements of the system. Functioning of the system is related to the realization of innovative, investment, economical and industrial activity of enterpreneurs in international business. To determinate the mechanism of realization of collaboration process it is necessary to examine the business models of such collaboration and the developments of the strategy realization program, to estimate the potential and its realization in the energy sphere, to use «branch» and «energy» diplomacy.

BUSINESS MODEL AS A BASIS OF INTERNATIONAL COOPERATION

Riding K. examines a business model as three associate elements [1, p 56]. The first element is surroundings of the organization. It also includes the market, clients, technologies, political and economic factors of changes in society. The main task of business model is to predict the influence of possible changes on the activity of the organisation. The second part of business model must explain how the organization is going to use the influence of changes for the own benefits. This is the purpose of organization, actually the purpose of its existence. The third task of business model is to expose basic jurisdictions which are required for achievement of this purpose, and to define the development of these jurisdictions.

The program of actions determines the realization of strategy. It is a row of measures, that are necessary for implementation of criteria of efficiency. By the following the set program of actions we provide the realization of process of the business strategic planning in practice [1, p. 49]. The planned measures are the key to restructuring of organization.

The characteristic feature of planning of changes is close connection between perspective (as a rule, during five years) and current (annual) plans. Unity of current and perspective plans is provided by continuity of the planning work. Perspective plans help to increase the effectiveness of current plans, enable to conduce preparation to the new productions in time [2, p. 37]. Scientific side of planning is conditioned, first of all, that

during drafting plans objective economic laws are taken into account and utilized. The Cognition of these laws action mechanism is realized by theoretical researches and practical realization of planning, beginning by development of country balance in general and ending by the plan of load of separate workplaces in the company [2, p. 37]. Approaches to planning of strategic changes are expounded in details in [3].

THE MAIN CHARACTERISTICS OF IRAN IN THE POWER FIELD

Oil and gas industry is characterized by a number of specific features, distinguishing it from other industries of material production. Most substantial among them are: considerable dependence of indexes on environmental conditions, on correlation of the use of the found out and extracted resources of hydrocarbons; dynamic character of natural and political factors; probabilistic character of most technical and economical indexes of oil and gas deposits development; high capital-intensiveness of oil production; necessity of realization of large investments; protracted period of initial capital indemnity.

By its size Iran is the fourth world oil exporter, 10 % of international fuel deliveries falls to its share. A country is the largest oil supplier to China and Japan. Iran after Russia occupies the second place according to the largest supplies of natural gas, the volume of which is estimated in 26 trln. cube., that is approximately 18 % of the world supplies of gas (146 trln. cube.). Caspiy contains the third sized supplies of power resources in the world.

The reconnoitered stocks of "black gold" in Iran make 130 billion barrels, or about 13 % of the stocks in the whole world. The Iranian quota of oil extracting within the limits of OPEK is equal 3,6 million barrels per day (14,6 % of the total quota of the countries-members of cartel); really more than 4,2 million barrels are daily extracted. About half of stocks of the Iranian gas is on the continent, other part is on shelf (in Persian gulf) deposits. According to the estimations of experts economic need of application of such ecologically pure kind of fuel as natural gas will constantly increase. Accordingly, Iran can take advantage of the stocks of gas to receive income from its export. From other side, according to OPEC data, now Iran extracts 3,8 million barrels of oil a day, from them consumes 1,5 millions and exports 2,3 millions He provides 5 % of oil world consumption. According London Centre for Global Energy Studies data, from 2002 to 2006 profits from oil increased from \$19 milliard to \$51 milliard [4]. Oil and gas fill in 2005 48 % and 49 % of Iran power balance.

THE MAIN TASKS OF IRAN POWER INDUSTRY DEVELOPMENT.

Exploring and working oil deposits are considered by the government of Iran to be the most important strategy tasks. Special attention is paid by the

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Ministry of oil of Iran to the working out the deposit "South Pars" (on the base of Katarsk gas deposit).

In this case, the tactical task for Iran is the solution of problem with gas supply to the Turkey. This country is capacious gas market and a very favorable transit way for gas export to Azerbaijan and Armenia.

It is strategically important for Iran to cooperate in gas field with such countries as Canada, France, Italy, Holand, Great Britain, Norway, South Korea, China, Germany. The english company "Enterprize" signed the agreement with Iran company "Petropars" according the share holding (20%) in working out of 6,7 and 8-th stages of "South Pars". Norway company "Statoil" signed the agreement according the 9th and 10th stages of deposit "South Pars".

For the realization of the strategic project in the city of Asaluye located on the coast of Persian gulf in 100 km from the deposit, a special economic power zone (SEPZ) "Asaluye" (other name is "Pars") is created. On its territory gas-transfaring factories are constructed. In immediate prospects of SEPZ in Asaluye is planned to be transformed into the center of the gas industry of Iran by the creation of favorable tax and custom-house fee modes for foreign investors. The development of high technologies on manufacture, storage and transportation of gas also is supposed. The special attention is given to the technologies connected with storage and transportation of liquefied gas with a view of the organization supplies to the Europe in the future.

Cumulative manufacture of mineral oil is planned to be finished to 2009 up to 2,2 million barrels a day against 1,6 million now. For more remote prospect in view of forecasts of growth of world demand for energy carriers, OPEK assumes to increase to 2020 physical volume of the offer in the oil market in 2,1-2,2 times. The share of Iran in these deliveries can make 7,5-7,9 million barrels a day.

Oil and gas branches of Iran are under the full control of the government. Accordingly all the strategic decisions are developed, accepted and realised at the governmental level. The state oil company - the National Iran Oil Company (NIOC) conducts investigation and development of oil and gas deposits, is engaged in processing and transportation of raw material and mineral oil.

The national Iran Gas Company (NIGC) is engaged in extraction, processing, transportation and export of gas. The decision of questions of petrochemical manufacture is assigned to the National petrochemical company (NPC - National Petrochemical Company).

BRANCH DIPLOMACY AND DERIVATIVE OF STRATEGY METHODS

The government strategy of separate country in the field that is the base of economical stability can be named as branch diplomacy. So, oil for Iran means 85 % of export profit that's why this diplomacy is rather important. The expediency of strategy methods use is determined by the necessity of the maximum control of transport oil and gas flows. The derivative of these strategy methods is taking part in different power, pipeline and transport projects in regional and world scale.

The base of complex mechanism of "branch diplomacy" and "derivative of strategy methods" give the opportunity to solve political tasks successfully. These tasks are: globalization confrontation, creation of collective security system, control of the transport and pipeline systems.

TRANSPORT POTENTIAL OF THE OIL AND GAS COMPLEX

In perspective Iran can hold a very favorable position by using its transit potential in the oil and gas field as the largest state of hydrocarbon material transit through line Asia-Europe. The same as Ukraine which geographic and economic position let it get large profits from goods transit. According to the organisational side the solvation of such problems is possible by means of the cooperation with the contries-lines. As Tegeran tried to conclude an agreement with Kazakhstan and Turkmenistan according the realisation of three-side oil-line using the available infrestructure.

ORGANIZATIONAL AND MANAGEMENT ASPECTS OF POWER STRATEDY.

Realization of power strategy foresees the active functioning of enterprises of industry in global and regional oil and gas markets. The Iran policy on Kaspil is component part of this strategic task. Other aspect is partial privatization of oil industry with the certain level of state control and management. It is also important to bring private investments in this industry. Creation and functioning of oil exchange stock, that will allow private companies to take part in oil transactions, can be dominant for Iran. Organizationally it can be consortium which the leading Iranian and European companies will enter.

CONCLUSION

Today two strategically important tendencies are observed: growth of production of oil countries, not included to OPEK, among which Kazakhstan, and also transformation of China, is adopted in the largest user of hydrocarbons. In this connection it is important for the countries-exporters of oil to take approach of strategic management. The basic aspects of functioning of the strategic planning system and organizational structure forming is the realization of innovative, investment and production potential of country at the international market with the use of "branch" or "power" diplomacy.

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