

FORMATION OF A MODEL OF BALANCED USE OF THE STRATEGIC ADVANTAGES OF A VERTICAL-INTEGRATED OIL COMPANY

M.I. KHOROSHILTSEV

Institute of Professional Accountants and Auditors of Russia
350018, Russia, Krasnodar, 7 Sormovskaya street, letter G

Abstract. In modern conditions, complex processes are taking place in the oil and gas industry associated with both the deterioration of the resource base, contradictory structural changes in demand, and the acceleration of technological progress in the context of non-market sanctions restrictions. In such a situation, it becomes important that strategic planning be based on a meaningful understanding of the process of balanced development of strategic advantages of oil and gas industry enterprises, which is adequate to the existing realities, as a complex systemic formation and factors of their formation, allowing to ensure the growth of its efficiency and lay the foundation for successful development.

Keywords: strategic advantages, vertically integrated company, oil and gas companies, technological process, industrial development.

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Information about the author

Khoroshiltsev Mikhail Ivanovich, Institute of Professional Accountants and Auditors of Russia, member of the Non-Profit Partnership «Chamber of Professional Accountants and Auditors»; 350018, Russia, Krasnodar, 7 Sormovskaya street, letter G; cause12@yandex.ru, ORCID: <https://orcid.org/0000-0002-3482-6834>