

MODALITĂȚI DE ASIGURARE A CONTINUITĂȚII ACTIVITĂȚII ÎN CADRUL ETAPELOR LANȚULUI DE VALOARE ALE COMPANIILOR PETROLIERE

MEASURES TO ENSURE BUSINESS CONTINUITY BY PETROLEUM COMPANIES IN THE STAGES OF SUPPLY CHAIN

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Abstract: Petroleum companies are directly interested in increasing their profit margin either by improving the quality of the final product or by improving the services associated with the sale of the final petroleum products. Improving product quality requires costly technology investments, even massive refurbishments, while product-related services can be engineered by marketing and sales techniques, with less financial effort. To all these, workflow optimization is added, either through extensive usage of the existing technical-material base, or by reducing operating costs, or by applying a mixed model of them. Whatever the version chosen by the management will certainly be related to the quality of human resources. And from this perspective, indeed, the well-qualified and motivated workforce can add value to the work processes, bringing a competitive advantage to those who manage to make the best use of it.

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