THE INFLUENCE OF ECONOMY DIGITALIZATION ON THE ACTIVITY OF OIL COMPANIES

Rafael Sharafutdinov
Ufa State Petroleum Technological University, Ufa, Russia

Dinara Peskova
Ufa State Petroleum Technological University, Ufa, Russia

©MESTE
JEL Category: O33

Abstract

The oil industry in Russia and in the world is the basis of the economy, and modernizing it is of great importance in the conditions of financial resources shortage. One of the means is to increase the economic efficiency of oil enterprises performance in the digital economy environment. The process of digitalization has changed the process of doing business. The ability to handle the large bulk of information within the shortest period of time has become one of the crucial qualities which allows oil companies to be successful. The oil executives introduce digital technologies into the daily activities of the company in spite of the «special staff shortages» in this sphere. Practically at all large enterprises digitalization of the economical processes starts with analysis and reducing the office labor efforts: handling standard documents, including notices, requests, statements, reports, payments documents, declarations, contracts, i.e. the major part of the document flow and practically any work concerning the processing of information is automated. Economy digitalization complies with the program «Industry 4.0» being realized now. Its conceptual issues involve such conceptions as «cloud computing», «Internet of things», «big data». A particular advantage of digitalization is an opportunity for geographically remote management teams to share their operating experience simultaneously supporting the functional competences of the teammates. The implementation of the economy digitalization requires intensive efforts and adequate management, but the value of such work will allow the oil company to foresee different scenarios of development, to put realistic goals and make appropriate plans for technological

Address of the corresponding author:
Rafael Sharafutdinov
rafinsky@bk.ru
development and own scientific and technical potential to secure sustainable long-term progress.

Keywords: digitalization, digital economy, economic activity, oil companies.

WORKS CITED


Introduction to "Digital" economy / Keshelava A. B., Buenos V. G., Rumyantsev V. Keshelava A. V.

Klimova M. Deloitte: "Digitalization of business-both a driver and a barrier" Internet resource (Access code: http://expert.ru/siberia/2018/01/delojdigitalizatsiya-biznesa---i-drajver-i-barer/)

