

JINGZHENG ZHANLUE CHUANGXIN



竞争 战略 创新

大庆油田 · USECF 优秀论文集

《竞争 战略 创新》编委会 编

石油工业出版社



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World Council of Peoples For The United Nations

Foreword

Globalization is no longer a theory about future world potential. It is a reality. World business has globalized. All business organizations, countries, and political entities must be able to interact in the world business and political community with knowledge, intelligence, and finesse if they desire growth, and achievement of the larger goals of prosperity and peace. The increase in prosperity, and self determination that the world has experienced in the past few years is supported by, and can only be maintained by, the free flow of ideas and the communication of knowledge and values that are encouraged through educational and cultural programs.

At this point in history, as we enter the new millennium, the opportunity to influence the world through education is at its zenith. The political, and economic changes and technological advances of the last decade have brought with them a marvelous opportunity to communicate, educate and increase understanding and cooperation.

Concurrently, the challenges and uncertainties presently confronting the world make the dissemination of knowledge more important than ever before in history. The need for personal integrity, business ethics, compassion for the less fortunate, recognition of the interdependency of all people, and environmental and ecological preservation has increased.

The US Education and Culture Foundation (USECF), with the approval and support of the Executive Director of Organizational Development, for the World Council of People for The United Nations, seeks to increase knowledge, understanding, and international dialogue which encourages peaceful cooperation and mutual respect among peoples, business entities, and nations. USECF promotes this goal by encouraging government and business cooperation to develop relevant educational programs. It was founded to create and implement educational programs that provide advanced knowledge in business and public administration and technology.

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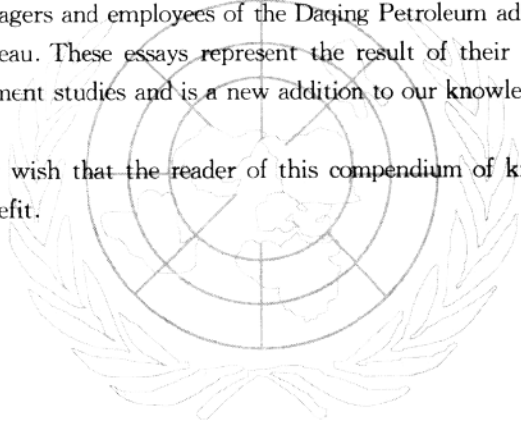
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World Council of Peoples For The United Nations

These educational programs most readily enable growing companies and economies to develop and succeed in international commerce and become respected members of the community of nations. The managers of the Daqing Petroleum administrative Bureau have successfully completed one of our advanced business management programs, which is of same significance of our Peking University MBA program.

Thus, it is with great pride that I introduce this collective work of the managers and employees of the Daqing Petroleum administrative Bureau. These essays represent the result of their advanced management studies and is a new addition to our knowledge.

It is my wish that the reader of this compendium of knowledge will benefit.



*Director of Organizational Development , for the World Council
of People for The United Nations*

Dr. David Mc Nary

My Thank You to You and Your School

I am very pleased and honored that my friend Mr. Yang Haibo (Joseph, *Advanced Personnel Training Center of Daqing Oilfield*) asked me to write this article. A couple of years ago, when I was the president of California American University, I was invited by Joseph to teach a law class at your school. I had been teaching law for over 15 years at the time. However, teaching this particular class turned out to be a great personal and very enjoyable experience for me. I expected that I and the students would both learn from the shared experience of understanding the class material. In this case, however, my reward turned out to be far greater than I had expected. For on this trip I found new friends from the other side of the world. To this day I receive e-mails from my friends Janet and Joseph.

I have discovered that it is shared experience that unites people and creates friendships. This is one of the clear benefits of education. As a student studies and participates in classroom activities they share the experience of the subject being studied. This joint experience is the real teacher and is also a most effective basis for friendships. The shared learning experience creates a bond between the students and the instructor. This bond is a very wonderful thing.

I have always known that experience is really the best teacher. It is for this reason that I have students come to the front of the class and act in various situations. The experience of being an actor in a specific situation is a great learning experience because the actor/student has to think quickly to apply the principles he or she has been learning. My own personal experience in acting out situations in a classroom has opened the door for my current occupation as a film actor. I have just finished filming a comedy called "Open House". The star of this movie is Sally Kellerman. I am the co-star. I am hoping that this film will be seen in China, and that you go watch it.

While I was teaching at your school, my friend Joseph invited me to share a very unique experience that continues to be very active in my memory. Joseph invited me to see a Chinese Opera. Never having seen such an Opera before, I had no way of knowing what to expect. Because my language skills are limited to English and German, Joseph had to whisper in my ear to inform me what was happening on the stage. (I think that we may have upset other audience members). The star of this opera was a very famous 60 year old man. I was overwhelmed at his voice. I do not think that I have ever heard a singer with such a magnificent vocal range. I am sorry that my limited language skills do not allow me to remember this talented man's name (上海京剧院演员——尚长荣). This wonderful experience remains in my mind as a beautiful memory.

After the opera Joseph and I were having such a good time we decided to have a long talk. It

was during this long conversation that I introduced Joseph to a unique Scottish experience. I had purchase a large bottle of Chives Regal at the airport duty free stop. As we drank the Scotch we related our life experiences and our points of view on many subjects. As a direct result of this sober (and un - sober) conversation we discovered that we are very much alike. Similar life experiences, similar points on view on life, an identical viewpoint on proper ethics. Simply stated Joseph and I discovered a brotherhood between the two of us. After class as I was leaving, On behalf of the advanced personnel training center of Daqing Oilfield , Joseph gave me a gift which is now on my desk. It was a large Chinese bull. Joseph said something about this bull looking like me. . . .

In a life time we will meet many people, we will study many subjects, and we will all have good and bad experiences. In this multitude of experiences it is a rare gift to find a friend. It is a true treasure to find a brother.

So I wish to thank Joseph for inviting me to write for this book, and also to thank all of you for the wonderful life experience you gave to me. I remain your friend on the other side of the world who looks like a bull.

Please write to me at any time and It will by my joy to answer. My e - mail is harry.g.mcCracken@ boeing .com.

Thanks Again

Harry McCracken
(加州美国大学校长)

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企业道德与企业文化

建设新时期健康的石油企业文化

李炳军

摘要 我们知道,健康优秀的企业文化是企业精神风貌的充分体现,是企业发展的精神动力,对企业的持续、稳定、健康发展将起着重大的推动作用。在当前这个改革不断深化的新时期,石油企业如何解决发展中的企业文化建设问题,积极培育和建设有中国特色社会主义的优秀的石油企业文化,以优秀的企业文化促进企业改革、发展,同时以企业改革、发展带动企业文化建设,具有重大而深远的意义。

本文以大庆油田为例,对上述问题进行阐述。

关键词 建设 改革发展 企业文化

一、企业文化的地位和作用

企业文化,又称组织文化,是文化概念在企业这一特定领域的延伸,是在一定的社会经济文化背景下形成的,与企业同时并存的一种客观存在,是企业长期的生产经营过程中形成的管理思想、群体意识和行为规范,是企业宝贵的、潜在的无形资产、精神财富。在社会主义市场经济条件下,企业是市场的主体,企业文化作为企业经营观念、品牌形象、企业形象、企业声誉等的母体,在激烈的市场竞争环境中至关重要。随着经济的发展、社会的进步,以及市场需求情况的变化,产品的市场竞争能力主要集中体现在产品的技术含量和文化附加值上。因此,企业文化的地位和作用不可低估,不容忽视。

1. 企业文化是企业改革发展的强大精神推动力

企业文化建设是企业精神文明建设的重要内容,是促进企业精神文明建设的重要手段,是职工的精神粮食,是凝聚全体职工的重要力量。它的根本任务在于通过各种途径全面提高企业员工的综合素质,激发职工的工作热情,提高劳动生产率,促进企业经济效益的增长。企业要生存,要发展,离不开文化。没有文化的企业家,不是一个明智的企业家,不是一个高明的企业家,不是一个完全的、现代的企业家;没有文化的企业职工队伍,是缺乏创造性和生机活力的队伍;没有文化的企业是没有灵魂的企业,没有精神支柱的企业,没有凝聚力的企业,没有希望的企业。

从石油行业来看,大庆油田之所以在改革开放的大潮中得到健康发展,是因其在企业内部建立了一个良好的文化结构,从当年油田勘探开发之初,积累了以铁人精神和大庆精神为主体的精神财富,形成了良好的企业文化氛围和一种强大的“文化力”,为企业发展提供了强大的精神动力、智力支持、思想保证和良好的舆论环境。又经过 40 多年的伟大实践,已经在大庆油田甚至在整个国家的石油工业企业的员工中生根发芽。

2. 企业文化是企业改革发展的重要组成部分,是企业自身发展的内在要求

大庆油田在重组改制以后,在教育职工正确树立“市场就是效益”的观念的同时,积极发扬