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Abstract
The petroleum industry was chosen as the subject of this study and was aimed to investigate the impact of petroleum shortage over the petroleum industry. The investigation was conducted over two stages of in-depth interviews. Three experienced professionals from this field were chosen to conduct the first interview. The second interview was conducted with eleven higher management staff from the industry, using Analytical Hierarchy Process to find out the importance and priority of the elements that could have impacts from the cause of petroleum shortage.
The study is using the Diamond Model from Michael Porter as the main theoretical backbone to construct the impact measurement model and via Literature Research Method, Case Study (in-depth interview with professionals), Triangulation and Analytical Hierarchy Process for the analyses and research. In the conclusion, four research subjects were formed from the result of the analysis: (1) Cross-straits policy consensus leads up the new economical phenomenon for the petroleum industry; (2) Research and Development for new products to generate wealthy profits and economies; (3) Petroleum value-chain for the better global wide competitive advantage; (4) Enduring petroleum industry via valued environmentally friendly mechanism.
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