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A hierarchical model to enhance financial and strategic performance of an oil and gas company in Malaysia

By: [Krishnan, D \(Krishnan, Deven\)](#)^[1]; [Islam, R \(Islam, Rafikul\)](#)^[2]; [Sarif, SM \(Sarif, Suhaimi Mhd\)](#)^[2]

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Abstract

Purpose

The purpose of this study intends to develop a hierarchical model through prioritisation of the core competencies with respect to competitive advantage, financial and strategic performance for an oil and gas company in Malaysia.

Design/methodology/approach

Mixed method approach used in the present research. Initially, interviews were conducted to solicit information about the company's core competencies, competitive advantage, and financial and strategic performance. The interview findings used for questionnaire development to rank core competencies with respect to competitive advantage, financial and strategic performance. The survey results were analysed using the analytic hierarchy process (AHP), a mathematical model and is synthesised using Super Decisions Software.

Findings

The study developed a hierarchical model and can be set as a benchmark for prioritising core competencies, with respect to competitive advantage, financial and strategic performance for oil and gas companies.

Originality/value

This study is a first of its kind in using AHP to rank core competencies with respect to competitive advantage, financial and strategic performance for an oil and gas company. The results can be used by oil and gas companies to enhance their overall performance.

Keywords

Author Keywords: Surveys; Energy sector; Interviews; Strategy; Analytic hierarchy process; Resource management; Oil and gas company; Core competencies; Competitive advantage; Financial performance; Strategic performance

KeyWords Plus: DETERMINING KEY CAPABILITIES; CORE COMPETENCE; COMPETITIVE ADVANTAGE; DYNAMIC CAPABILITIES; MANAGEMENT; DECISION; IDENTIFICATION

Author Information

Reprint Address: Islam, R (reprint author)

+ Int Islamic Univ Malaysia, Dept Business Adm, Kuala Lumpur, Malaysia.

Addresses:

+ [1] Int Islamic Univ Malaysia, Grad Sch Management, Kuala Lumpur, Malaysia

+ [2] Int Islamic Univ Malaysia, Dept Business Adm, Kuala Lumpur, Malaysia

E-mail Addresses: rislam@iium.edu.my

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