

A novel model; Dynamic Organization (DO) presented for refining companies in turbulent market based on the idolizing the atmosphere of basketball game

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Abstract

The oil and gas companies and companies which produce sub-products of oil, such as petrochemical firms, nationally and internationally have been faced competitive issues that harden sales and complicate market structure. There are many analytical researches which have been considered various items in market strategy; however, in this paper by idolizing competitive atmosphere in basketball game and the concept of mobile leadership, we tries to present new model named DO (Dynamic Organization) which help firms to overwhelm the effects of tolerances in market and conquer competitors. Based on basketball game model, when a player gets the ball all competitor organize quickly than her teammate like as market. In these terms, both defensive and offensive strategy with leadership ability is needed. These items are transferred by ball to every player. The designed model is utilized for two refining companies which have been encountered with sever global price changes of oil and sub- products. The results verify the effect of strategy planned by the presented model on better controlling of economic and market changes.

Keywords: DO (Dynamic Organization), Oil Refining Company, Competition, Basketball, Market