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Title: Anylasis on soft power of Daqing Oil companies and enhancement path

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Abstract: This study is focused on the analysis on soft power of Daqing Oil Corporations based on statistics from Chinese Oil Corporations, with

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Abstract: This study is focused on the analysis on soft power of Daqing Oil Corporations based on statistics from Chinese Oil Corporations, with consideration of theories of domestic and foreign soft power study. We analyzed degree of soft power from the six aspects including corporation culture, management level, social responsibility, innovation, corporation imaging establishment and resource. Further, the questionnaires to employees from Daqing Oil Enterprise were analyzed combined with analytic hierarchy process and fuzzy mathematical theory, by means of weight determination and evaluation procedures. Application of ANP evaluation is applied to analyze and determine the weight of soft power of Daqing oil companies. The method of selection and expert advice preliminary indicators, application Likert Scale for five indicators screening questionnaire was constructed including the six-level indicators. Our study indicated that Daqing Oil companies is vigorously practicing corporate social responsibility, as well as focusing on strengthening the integration of resources, and full force shaping the corporate image. Finally, Path to enhance the soft power of Daqing Petroleum is proposed. © 2014 IEEE.

Number of references: 24

Main heading: Oil wells

Controlled terms: Analytic hierarchy process - Management science - Oil shale - Social aspects - Surveys

Uncontrolled terms: Corporate social responsibilities (CSR) - evaluation - Management level - Mathematical theory - Social responsibilities - Soft power - Upgrade path - Weight determination

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