
Strategic Planning for the Oil and Gas Industry

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Craig Robinson leads the Strategy teaching team and is a Senior Teaching Fellow at Edinburgh Business School. He runs on-campus Strategic Planning and Competitive Strategy seminars, and is the examiner for Strategic Planning and Competitive Strategy.

Craig's research interests are focused on strategy-making processes. His PhD research involved examination of strategy processes and environmental scanning techniques in small, medium and large organisations. He is also interested in oil prices and management processes in the energy industry. He has presented conference research on oil prices and their relationship with management behaviour, and has run strategy development workshops for middle and senior management of large organisations in the oil and gas industry. He is currently writing a series of research papers concerned with environmental scanning and various aspects of strategy.

Craig delivers seminars and simulation exercises for the School at various locations in Europe, Asia, Africa and the Middle East. He is a contributor to the Economics course text, and co-author of two of the oil and gas management courses.

Craig spent most of 2013 as Acting Head of Edinburgh Business School Malaysia at the Heriot-Watt University Campus in Putrajaya. While there, he oversaw the establishment and development of the Edinburgh Business School MBA programme.

Professor Alex Scott MA MSc PhD

Alex Scott is Professorial Fellow and Director of Learning and Teaching at Edinburgh Business School. He is an economist, and has published two books and more than 30 research papers on efficiency in education, efficient use of energy, energy and the environment, and the cost to the taxpayer of government industrial aid programmes.

Alex is a pioneer in developing and carrying out research into new educational techniques, particularly in business simulations. His executive teaching includes running strategic planning sessions for groups of senior managers, widening the perspectives of functional managers, and teaching financial specialists how economies function in today's highly complex and interdependent world.

Strategic Planning For The Oil And Gas Industry

Arturo Cuomo



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