



BALANCED ACADEMIC PETROLEUM GEOSCIENCE RESEARCH PORTFOLIOS

QUALITY vs. NEEDS

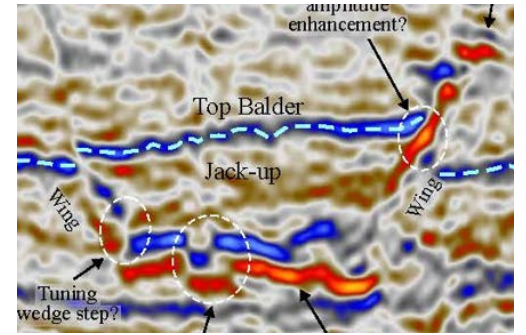
ANDREW HURST

GLOBAL LEADERS IN PETROLEUM
GEOSCIENCE RESEARCH & TEACHING



EARTH SCIENCE

28 ACADEMIC STAFF (10 PROFESSORS)

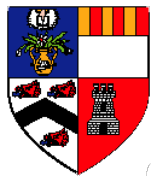


Earth Science research is concerned with the evolution of sedimentary basins tectonic structures that hold the record of processes that shape the planet over geological time. Our work uses data, methods and resources especially from the oil and gas industry to answer fundamental questions related to Earth surface systems, structural geology, subsurface fluid migration and planetary processes.

RESEARCH-DRIVEN ACADEMIA

U ABERDEEN CAPITALISES ON OIL INDUSTRY PRESENCE AND SPECIFICALLY ON EASE OF ACCESS TO DATA AND LOCAL PROFESSIONALS

MSc COURSES EARN **HUGE INCOME** AND **GLOBAL REPUTATION**



AREAS OF RESESEARCH SPECIALISATION

**BASIN FILL, EARTH SURFACE PROCESSES, TECTONICS AND
GEOPHYSICS**

CROSS DISCIPLINARY AND OVERLAP

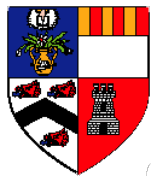
**FUNDING: SMALL AND LARGE FUNDS FROM UK GOVERNMENT,
INDEPENDENT RESEARCH INSTITUTIONS, INDUSTRY + OVERSEAS
*TRADITIONALLY STRONG SUPPORT FROM THE OIL INDUSTRY***

OIL INDUSTRY:

WANTS A CHOICE OF GOOD GRADUATES

**INTERESTED IN THINGS THAT THEY DO NOT KNOW AND CANNOT
ALREADY DO**

BUSINESS TARGETS COMPROMISE IN-DEPTH “DATA GRAZING”



RAISING RESEARCH INCOME

**MANY OIL INDUSTRY PROFESSIONALS ARE SUPPORTIVE
NATIONAL CULTURAL DIFFERENCES INFLUENCE FUNDING
ACADEMIA IS UNDER PRESSURE TO RAISE RESEARCH INCOME**

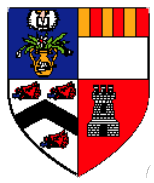
MY EXPERIENCE

**ESTABLISH MUTUAL TRUST WITH POTENTIAL SPONSORS PRIOR
TO ASKING FOR MONEY (NO UNSOLICITED REQUESTS FOR
FUNDING)**

FOCUS ON QUALITY NOT QUANTITY

**ALWAYS COLLABORATE WITH PEOPLE ONE CAN LEARN FROM
SPONSORS ARE NOT A UNIFORM MEDIUM – DIFFERENT
EXPECTANCIES**

FIELD VISITS/COURSES: NOT ALWAYS EMBRACED BY SPONSORS



BALANCED RESEARCH PORTFOLIOS

RECORDS OF SUCCESSFUL FUNDING APPLICATIONS AND SUCCESSFUL RESEARCH OUTCOMES REQUIRE SOME FAILURES

RISK OF FAILURE IS MITIGATED BY RECORDS OF SUCCESS

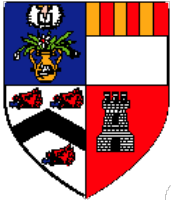
HIGH RISK IS NOT ALWAYS COINCIDENT WITH HIGH REWARD

HIGH RISK IS ASSOCIATED WITH UNFAMILIARITY, UNKNOWNNS, & INEXPERIENCE

LOW RISK IS ASSOCIATED WITH TRUST, KNOWNNS & EXPERIENCE

BUILD ON STRENGTHS

OIL INDUSTRY REQUIREMENTS



CHOICE OF EXCELLENT GRADUATES TO HIRE

MSc, PhD, Post Doc

**LOW RISK
OFTEN EXPENSIVE**

DATA-ACQUISITION RESEARCH

the need for analogue information

**LOW RISK
INEXPENSIVE**

SUBJECT/DATA REVIEW

objectivity, time, unconstrained

**HIGH RISK
TYPICALLY EXPENSIVE**

INTELLECTUAL CAPITAL

specialisation-led, expertise, reputation

**DIRECT
REWARD
UNLIKELY**

REWARD FOR EXCELLENCE, PHILANTHROPY

importance of networking

**AS WITH GLOBAL CLIMATE CHANGE SO MUST THE ACADEMIC CLIMATE CHANGE
IF WE ARE NOT INTELLECTUALLY AGILE WE WILL PERISH**

