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### Technology Innovation in the Realm of Petroleum Exploitation

[Kozo Sato](#)<sup>1)</sup>

1) The University of Tokyo, Graduate School of Engineering

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**Abstract:** In the realm of petroleum exploitation, technology innovation, as well as capital investment and human resources, will play a crucial role in securing global energy supply over the coming decades. Innovation, however, does not spontaneously occur; rather, it must be induced on purpose. This article aims at prompting us to be involved in the process of inducing innovation.

To clarify the practical significance of innovation to individuals or organizations, the concept of commitment paradigm is introduced, with which the innovation can be categorized into two : universal and custom-made. For individuals with the company commitment, custom-made innovation is an appropriate and reasonable target to decide on. Universal innovation, on the other hand, tends to be accomplished by those with higher commitment that transcends company towards community, mankind, and the Earth.

Individuals and organizations must grade themselves on their degree of commitment to encourage the practice of inducing innovation. At the same time, for the sake of national interest, a center for universal innovation must be founded with a thorough support from a variety of energy-related sectors. With these efforts, it becomes possible for technology to deliver its promises.

**Key words:** [technology](#), [innovation](#), [commitment paradigm](#)

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