Research on the Motives and Countermeasures of Green Management in Chinese Enterprises

Yun-ping ZHANG\textsuperscript{1,*} and Shu-yuan ZOU\textsuperscript{2}

\textsuperscript{1}Jiangxi Normal University Science and Technology College, Nanchang, China
\textsuperscript{2}Jiangxi Normal University Business College, Nanchang, China

\textsuperscript{*}Corresponding author

Keywords: Green management; Enterprise; Motivation; Measures.

Abstract. Green management is the green awareness of enterprises and enterprises of the production, management and management of organic together, and then meet the current development requirements at the same time, improve their competitiveness and promote their own business survival and development. On the basis of expounding the connotation of green management, this paper analyzes the motivations of Chinese enterprises to implement green management, and then puts forward the countermeasures of green management in Chinese enterprises.

1. Introduction

With the increasingly fragmentation of the living environment, people's awareness of environmental protection has gradually been awakened, and this awareness has gradually penetrated into all walks of life, attention to the protection of the environment, attention to human long-term survival and attention to natural and human coordination, It is the development of the necessary prerequisite, it can be said that the green, environmentally friendly, harmonious green production and management model, has become the general trend of global economic development. It is precisely because of this, our enterprises must be timely and correctly aware of this development trend, and in the production, management and management on the strict implementation, implementation, so as to meet the development needs, can promote economic sustainable development, To improve their competitiveness, and then to develop.

2. Green Management Concept

\textbf{Green concept.} Green concept refers to the enterprise will be green environmental awareness positive, take the initiative into the enterprise's own management, management. Only to establish the correct green concept, to be able to integrate it into every operation of the enterprise links, but also to build a good green culture.

\textbf{Green certification.} Green certification is a macro environmental management mechanism, its core is pollution prevention and continuous, pipe improvement. Enterprises in the establishment of a green concept, we must actively strive for green certification, so as to be able to demonstrate to the outside world the strength of enterprises and corporate green and resolute attitude, and thus be able to improve their competitiveness.

\textbf{Green design.} Green design as a form of technology exists, and has become a follow-up of green production, green marketing and green management and other work of the necessary prerequisite, the key is the green environmental awareness into the enterprise's product design, to ensure that Environmental protection of enterprise goods. In addition, the green design of the enterprise more directly related to the enterprise commodity raw materials, production processes and waste recycling and many other links, can be said for the enterprise's green management to make a clear protection.
Green production. Enterprises in the implementation of green management in the green production, also known as cleaner production, refers to the adoption of advanced production technology and management tools to save resources, reduce consumption and reduce pollution for the purpose of the enterprise to the entire production process Effective constraint. Through green production, enterprises can maximize the control of pollution, and thus improve their own benefits.

Green marketing. Green marketing refers to the enterprise will be set by their own green awareness into the enterprise launched by the marketing activities, including the enterprise in the marketing before the relevant market research work, commodity positioning work and marketing activities in the process of all sales work And so on, so that enterprises can and society, consumers reach a consensus.

3. The Motivation of Green Management in Chinese Enterprises

Promote sustainable socio-economic development. Human beings and the environment are inextricably linked: human beings rely on the environment to survive, get development, and the environment can not only bring wealth to mankind, but also can inhibit the survival of mankind. Only to deal with the relationship between mankind and the environment, can make the human long-term survival, and then talk about the economic sustainable development. As the environment deteriorates increasingly, people's awareness of environmental protection is improving, and the implementation of the action, such as the 1992 Rio de Janeiro Earth Summit in Brazil, etc., for our country, has also been sustainable development On the agenda. In such a large environment, a member of the society of this enterprise must also make a corresponding change so that it can be recognized, developed, and responded to the promotion of socio-economic sustainable development. Enterprises in order to meet the needs of the market, in line with national, social and people's needs, must actively and actively carry out green management, and in the implementation of green management process, but also to save resources, protect the environment, and ultimately the formation of enterprises, Environmental win-win situation, can be said to be complementary.

To improve the competitiveness of enterprises. Green awareness, environmental awareness can be said that the inevitable development trend of contemporary enterprises, enterprises only active, active green management work, to be able to meet the national and social development requirements, and then be able to be recognized and developed. Not only that, enterprises to carry out the green management, but also to help enterprises to establish a positive green corporate culture, both to get more consumer support, but also to promote enterprise production technology, management level, can be said to directly improve, Strengthen the competitiveness of enterprises, for the survival and development of enterprises laid a solid foundation.

Comply with environmental laws and regulations. The state in order to better and more resolute protection of the environment, we must establish and improve the relevant environmental protection laws and regulations, because the practical and mandatory role in the laws and regulations is to promote the smooth development of environmental protection, the success of the direct power. Under such market conditions, enterprises must carry out green management work in a timely and active manner so as to ensure that the operation of their own enterprises does not violate the laws and regulations enacted by the state, so as to obtain the opportunities and conditions for survival and development.

To adapt to green consumption trends. With the rapid development of social economy, people's living standards, quality of life has been improved, and this improvement, not only inspired people's health awareness, but also improve people's awareness of environmental protection, making people's consumption structure has changed , To carry out the pattern of green consumption has also been gradually formed. For our country, in primary school teaching has begun to implement the awareness of green consumption, and in the major supermarkets, people not only concerned about the price of goods, performance, more attention to the purchase of goods is not a green commodity. It is precisely because of this, people's willingness to consume more and more tend to green consumption conditions, companies must be aware of this problem in a timely manner,
and as soon as possible to carry out green management, research and development of green goods, so as to adapt to green consumption. The general trend, to be able to meet people's purchase standards.

4. The Countermeasures of Implementing Green Management in Chinese Enterprises

Seeking environmental protection for the outside world. Enterprises in the process from the traditional management model to the green management process, inevitably will be related to the cost of the problem, because the use of new green production, green technology and green design, and so on, will inevitably increase in varying degrees. The cost of production 87. In this development situation, companies have to actively take a variety of ways to obtain the outside of the enterprise in the economic or technical support, for example, the relevant departments of the government to fight for tax relief or corporate International technical assistance and so on. This will not only reduce the financial pressure on enterprises, but also to smooth, successful start of green management.

To establish a green business concept. Establish a green business concept, including a lot of work, for example, to all employees of the enterprise to promote the concept of green management, to encourage all employees of environmental behavior and increase the green investment and so on. Only to change the attitude of the green management, can really change the backwardness of China's green management of enterprises, of course, this is the need for all the joint efforts of enterprises: First, the leadership of enterprises. Business leaders should be in-depth study of green management theory, development, development of green goods specific strategy; second, the enterprise technical staff. The technical staff of the enterprise should continue to take the initiative to learn new environmental protection technology so as to reduce or even eliminate pollution from the design and production process of the commodity and shift from pollution control to clean production and improve the ecological efficiency of the enterprise. Third, the production of employees. For the first line of enterprise production staff, we must first cultivate their consumption of green products and cherish the real awareness of human living environment, so that the concept of environmental protection, ecology and green to each employee, so that these employees can consciously around the clean production To carry out small innovation and small transformation activities.

Implementation of green accounting and green auditing. The so-called green accounting, refers to the currency as the main measurement scale, to the relevant environmental laws and regulations as the main basis for the study of enterprise development and the relationship between environmental protection, and measurement, record corporate pollution, environmental prevention and development and utilization. The cost, the cost, and then the objective and comprehensive assessment of corporate environmental performance and environmental activities on the impact of corporate financial costs. The enterprise's green audit, refers to the audit institutions and personnel according to the law on corporate environmental management and related economic activities, authenticity, legitimacy, effectiveness, etc. to conduct a specific review to a comprehensive evaluation of corporate environmental management responsibilities, Enterprises to strengthen their own environmental management, and ultimately to achieve sustainable development strategy, with independent system monitoring activities.

Implementation of green marketing strategy. With the deterioration of the ecological environment of people living and the gradual shortage of natural resources, the sense of environmental protection in people's minds become more and more heavy. And in the past to meet the needs of consumers as the center, the organization of the overall marketing activities, in order to meet the needs of customers to obtain profit and development of the traditional marketing model has been unable to adapt to the characteristics of environmental protection business marketing and requirements. And green culture for its values, to consumer green consumption as the center and the starting point, and strive to meet the consumer demand for green consumer marketing is the inevitable trend of enterprise marketing development activities. To carry out green marketing,
companies need to first establish a good, positive green image, including the following: First, to strengthen the green publicity within the enterprise and education, reform of the organizational structure of enterprises and management mechanisms, and here The process of implementing the people-oriented management philosophy, based on the establishment of green management assessment, incentive system, attention to professional talents, contributed to the sustainable development of these talents. In addition, we should also actively create a variety of opportunities for all employees of the enterprise to carry out green service training to train a high-quality green talent echelon; second, vigorously do green advertising. Enterprises through green advertising, and vigorously promote their own green goods, both to shape, establish a positive green image of the enterprise, but also the green goods to the vast number of consumers of information, it can be said that the distance between the consumers and At the same time, but also to stimulate the consumer's desire for consumption; third, green public relations. Green public relations is an important way to establish the green image of enterprises and enterprises, green marketing is still in the initial stage, the implementation of green marketing strategy, there are still a variety of urgent issues to be solved urgently, it is because of this, the government Relevant departments through the development and implementation of the implementation of ecological and environmental policies to guide our enterprises to solve these problems, and actively carry out green marketing, promote and guide consumers to change the traditional way of consumption, consciously and actively start green consumption, and then The formation of green marketing of the domestic market environment and market demand basis. This will be able to open up a Chinese enterprises to enhance the core competitiveness of enterprises a new way, which is China's enterprises to achieve sustainable development of the inevitable choice.

**Actively apply for green certification.** If the enterprise can obtain ISO14000 system certification, it is equivalent to has made access to the international market pass. ISO14000 environmental management system certification, on the one hand can directly enhance the competitiveness of enterprises, on the other hand can also bring energy saving, reduce the cost of direct economic benefits, can be said to directly promote the survival and development of enterprises. 3.6 to establish a standardized green management system to improve the enterprise green management systematization and standardization, can be said that the development trend of international business management. China's enterprises to implement green management, must be based on their own reality and the actual conditions, to environmental certification standards as the basic reference, from the design of goods, raw materials procurement, manufacturing process, the factory of goods, the use of goods and the use of goods Processing and so on the whole process of management to establish a standardized, comprehensive green management system, and through a planned review and continuous improvement of the cycle, to ensure that the green management system continue to improve and improve.

**Self-restraint in green management.** When environmental issues arise in the public eye, countries generally adopt external controls to implement environmental management. The so-called external control is through external policies to exert pressure on enterprises, forcing enterprises to take environmental protection technology in production, to complete environmental tasks and so on. One of the biggest drawbacks of this approach to environmental management is that there is a lack of enthusiasm for companies, and there is a big gap between the passive implementation and the positive exploration in terms of efficiency. And even external pressure can not effectively achieve the basic task of environmental management. But also lead to the dissatisfaction of enterprises, and even worse will know guilty. Therefore, relative to external management, the internal management has become the government had to use a means of environmental management. Internal management is through the improvement of the enterprise's green management concept, so that they understand the feasibility and scientific nature of green management, and green management of the survival and development of the significance of the enterprise, in order to stimulate their enthusiasm for the implementation of this idea. Only to fully mobilize their enthusiasm in order to ensure that enterprises in environmental protection play a greater role. But in the face of objective cost
pressures, companies are still worried about the need, it is necessary to strengthen the enterprise's self-binding. To adjust the relationship between long-term interests and short-term interests.

5. Conclusion

Society in the continuous development of people's consumption structure is constantly changing, whether it is to meet the country, to meet the community, to meet people, to meet the environment or to meet their own development needs, our enterprises must be timely and active green management. Only the implementation of green management, to ensure that the development of enterprises in order to adapt to the needs of the market, the community can meet the needs of people, and then be able to survive in the fierce competition, access to development.

References


