

Research on Enterprise Green Management under the Background of Ecological Civilization Construction

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Abstract

In the process of social development in the new era, the management and development of enterprises need to implement changes and innovations. Under the background of ecological civilization construction, the concept of green management is gradually introduced into the development and operation of enterprises, which brings great reference to the management of enterprises. Therefore, business managers need to conform to the development trend of social market in the new era and actively implement the concept of green management, so as to strengthen the effect of green management and bring more comprehensive benefits to enterprises. Therefore, this paper briefly expounds the necessity of green management in enterprises and the problems in the actual green management, and actively explores the specific measures for enterprises to implement green management under the background of the construction of ecological civilization, so as to promote the healthy and sustainable development process of enterprises.

Keywords

Green management, ecological civilization construction, problems, measures.

1. Introduction

The concept of enterprise green management is the necessity of the construction of ecological civilization, is also an important support for sustainable development strategy, and has an important role in promoting the healthy development of enterprises. Therefore, in the new era of social development, enterprises should attach importance to the development of green management, and gradually move towards the direction of the development of green enterprises.

2. The Necessity of Green Management in Enterprises

2.1 Green management of enterprises is the necessity of the development of the times

After a long process of historical development, the material and spiritual life of the masses has been effectively improved and developed, but the relative ecological environment of the masses has also been greatly damaged, and various ecological problems are coming, directly threatening the lives and health of the masses. As an important guarantee for people's life and work, the development and management of enterprises can directly affect the ecological environment of the masses. Therefore, enterprises must implement green management in order to optimize the production environment, save energy appropriately and lay a solid foundation for the sustainable development of enterprises.

2.2 Green management of enterprises is the necessity of the construction of ecological civilization

Eco-civilization is the material and spiritual and cultural life that the masses conform to nature and integrate. It is a civilization derived from the harmonious coexistence of human, society and nature. It is also an important manifestation of the sustainable development of society. The premise of ecological civilization construction is a good ecological environment. Therefore, as an important link in the construction of ecological civilization, enterprises need to follow the concept of green and sustainable development in the process of production, management and development, gradually change the original high-energy production mode, and promote the green development process of enterprises with the help of green management mode.

2.3 Enterprise green management is the inherent need of corporate social responsibility

Generally speaking, social responsibility is that enterprises should pay attention to the protection of ecological environment while creating economic benefits, and the implementation of green management is an important manifestation of social responsibility. In the process of enterprise green management, enterprises should always implement the concept of green development in the process of production and development, highlight the content of ecological civilization construction, and attach importance to social responsibility. And for enterprises, if they want to develop healthily, they need to take social responsibility as an important development task and actively implement green management measures.

2.4 Green management is an effective way for enterprises to ensure their market position.

In the process of the rapid development of market economy in the new era, the people's material and spiritual living standards have been gradually enhanced, the consumption view, life view and work view have been greatly changed and innovated, and the green management concept is the development management concept advocated in the current market, which advocates various kinds of energy-saving and emission reduction works. Mode of operation. Therefore, the green management implemented by enterprises is more in line with the mainstream of the development of the new market, bringing a lot of comprehensive benefits to enterprises in practical work, and ensuring the ecological environment of our country, and also ensuring that enterprises can occupy some places in the current fierce market. In addition, the green management implemented by enterprises can also optimize their own image in society and lay a solid foundation for their internationalization.

3. Problems in the Green Management Process of Chinese Enterprises

3.1 Understanding of green management is not in place

In the process of enterprise development in the current society, a large part of the concept of green management is not fully understood. Business managers do not take a long-term view of the sustainable development of enterprises, but artificial green management is an attempt stage of enterprise transformation and development. Once problems arise, it will be direct. So the implementation and propaganda of the concept of green management are not in place in the production, management and operation of enterprises, which leads to the more serious procedural of green management and the more severe passive recognition of green management mode. On the other hand, the reason is that the current society does not pay enough attention to the idea of green management and sustainable development, and has not seriously achieved green development. Therefore, this idea and social culture will directly affect the use effect of green management mode in enterprises and the recognition of green management concept by people inside enterprises. Know. In addition, the construction of social and ecological civilization will also directly affect the people's consumption concept, as well as the production management and development concept of enterprises. For example, when the masses attach importance to green products, enterprises will also attach importance to green concept in the process of production and management in order to meet the needs

of the masses. On the contrary, the importance of green management concept is insufficient, which affects the ultimate effect of enterprises on the implementation of green management concept.

3.2 There are limitations on the technology and production materials of enterprises themselves

For some enterprises, the quality of their internal production technology and materials can directly affect the implementation effect of green management concept. This is the problem of enterprise infrastructure. If enterprises want to implement green management efficiently, they need to build enterprise infrastructure, production technology and materials, and so on. Starting from the aspect of resources, he actively explores various contents in line with green management, so as to promote the sustainable development of enterprises. But as far as the current development situation of enterprises is concerned, they will invest more capital and manpower in the construction of production equipment, production technology and production materials, but if they are replaced, it will increase the development cost of enterprises, which will lead to obstacles in the implementation of the green management concept of enterprises, requiring enterprise managers. Attention should be paid to it, and relative solutions should be used to lay a solid foundation for the application of the concept of green management.

3.3 Insufficient publicity and implementation of green management policies

In the process of enterprise development in our country, the propaganda and implementation of green management policy is not enough to strengthen, and even if enterprises use green management, it does not highlight the driving role. In the process of implementing the concept of green management, enterprises need to invest certain funds and manpower, but the effect of the concept of green management is not achieved overnight, which brings risks to the development of enterprises. And the various green development policies promulgated by the local government will directly affect the healthy development of enterprises. Moreover, some changes in the strength of preferential policies such as environmental subsidies or tax relief will also directly affect the actual operation effect of enterprises, hindering the enthusiasm of enterprises to implement green management work.

4. Specific Measures to Strengthen the Concept of Green Management in the Process of Enterprise Development

4.1 Strengthen the construction of ecological civilization and gradually enhance managers' understanding of the concept of green management

In the development of various enterprises in our country, the first task is to construct ecological civilization, carry forward the concept of ecological civilization, and intensify propaganda efforts to infiltrate the construction of ecological civilization into the management process of enterprises, so as to optimize the working ideology of enterprise staff and strengthen the implementation progress of the concept of green management. Moreover, through various publicity and education activities, business managers can better understand the important role of green management concept in the healthy development of enterprises, thus helping managers to change the original management mode, providing a greener working environment for the internal staff of enterprises, and providing an important role for the sustainable development of enterprises. Ways of development.

4.2 Strengthen the development ability of enterprises and enhance the application effect of green management

If enterprises want to enhance the application effect of green management, their own development ability must be strengthened. First of all, from the perspective of the government, the relevant government departments need to give great help in the process of implementing the green concept of enterprises, make great efforts in technology research and development and personnel support, and assist enterprises in financing in terms of overall financial planning, so as to gain more time for highlighting the effect of green management; secondly, enterprises. If the industry wants to implement green management, it needs to cooperate deeply with various green organizations to

provide more professional training and education activities for enterprises, to strengthen the dissemination of green management ideas, and to exchange and share various green technologies, so as to promote the healthy development of enterprises; the third is to gradually complete. To improve the green service mode of enterprises and establish a relatively complete resource database can provide important preconditions for enterprises to implement green management. From the enterprise's own point of view, it should realize the transformation and upgrading rapidly under the influence of information technology, strengthen the investment of funds and human resources in technology research and development, and cooperate with institutions in various professional fields, gradually highlight the innovative ability of enterprises, and try its best to promote enterprises in the current fierce. The second is that enterprises should attach importance to the employment and cultivation of professionals. For on-the-job personnel, business managers should regularly organize employees to participate in professional green management training activities, gradually strengthen the comprehensive quality of staff, and in the process of external recruitment, enterprises should properly improve the recruitment needs. The third is to build a green enterprise alliance. Enterprises in all fields should strengthen interaction and build a green alliance development model, so that all kinds of green management concepts can be implemented into the management of enterprises, to ensure the positive implementation of green management concepts, and to establish a phase. To complete the supervision mechanism, try to implement comprehensive monitoring of green management within enterprises, and gradually strengthen the effect of green management.

4.3 Pay attention to the support of green policy and strengthen the process of sustainable development of enterprises

When propagating the concept of green management, the local government must pay attention to the implementation of policies and education, gradually strengthen the support for green management of enterprises, start with the operation cost and mode of green management, provide important precondition guarantee for the use of green management of enterprises, and improve the operation effect of green management. Usually, for the green management of enterprises, the main reason why they can not be effectively implemented is that the funds of enterprises can not run well or the government's policy support is not strong enough. Therefore, in order to actively implement the concept of green management in enterprise management, the government first needs to help and support in policy to ensure the healthy development of enterprises; in financing, the government should help enterprises to do a good job in financing in society, deal with the problem of insufficient funds in enterprise green management, and build a green management system. To establish a relatively complete monitoring mechanism for green management, to supervise and control the green production and development of enterprises. In addition, the government also needs to provide certain green subsidies to enterprises, so that they can also guarantee normal income in the process of achieving green management, and gradually enhance the operational effectiveness of enterprises in the market.

5. Conclusion

Enterprise green management is an inevitable trend in the process of ecological civilization construction, and also to meet the current green consumption concept of the masses. Previously, in the process of production and management of enterprises, managers would not pay attention to the protection of the ecological environment in the actual work process, so it has caused great damage to the ecological environment of our country, and has seriously affected the daily life and work of the people. Therefore, in the development and operation of enterprises in the new era, managers need to introduce the concept of green management, gradually change the previous production management mode, in the process of energy use and product production, try to protect the environment, green and pollution-free, so as to bring green products to the masses and provide more green services. Gradually strengthen the effect of green management. But in this process, not only the managers of enterprises should pay attention to the important role of green management in promoting enterprises, but also the

relevant departments of local governments should intensify propaganda, strengthen the application effect of green management concept by means of various welfare benefits, and monitor the process of green management in an all-round way by means of effective supervision mechanism. So as to lay a solid foundation for the healthy and sustainable development of enterprises.

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