

## Enterprise green management innovation research

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### Abstract

As the continuous development of science and technology and the continuous improvement of people environmental protection consciousness, green enterprise arises at the historic moment, raised the enterprise's green wind. Along with deepening of green management, green management innovation is imminent. Based on this background, this paper studied the enterprise green management innovation to promote the sustainable development of enterprises.

### Keywords

Green management, Influence factor, Innovation.

### 1. The introduction

With the rapid development of industry, energy crisis, resources shortage, environment pollution problem increasingly serious, concerning environment and the next generation, the implementation of the sustainable development thought gradually become the consensus of people. Market for enterprise product identity, no longer limited to high quality, low cost, but pay more attention to the ecological effect of the product in the production and use, the change of this kind of idea is the global industry structure adjustment trend brought about by the green strategy. Moreover, the rise of ecological environmental protection and green consumption wave motion, as well as the environmental regulations formulated prompting companies to consciously practice the green management, enterprises will gradually lose living space who cause the environment pollution [1]. Therefore, enterprises must set a good example, take the social responsibility, take the path of sustainable development of green management.

### 2. Enterprise green management

The earliest about the green management is the concept of environmental management, it focuses on the macro level. HuoPuFen baker in his book "green management revolution: environmental virtue of course" puts forward the concept of green management in 1993, it requires the enterprise to establish on the basis of the ecology management policy, the environmental problems that may occur prior to avoid conflict of economic benefits and ecological benefits [2]. Since then, Japanese scholars and puts forward the concept of environmental management and carried out the research of many sided, it is bigger than the connotation of environmental management scope. In recent years, Chinese scholars have studied the related problems. The discourse of scholars in our country, both environmental management, green management, also has the concept of environmental management, green marketing, different scholars from different angles on this concept is defined. This paper discussed the green management, is refers to the enterprise to meet the needs of social and economic sustainable development, the environmental protection throughout the course of enterprise management, make the integrated development of environment protection and enterprise management activity. This concept is the core of the environmental protection as the center part of enterprise management, the enterprise profit activities based on environmental protection, the

realization enterprise economic benefit, social benefit and environment benefit is harmonious and unified.

### **3. The necessity of enterprise green management**

#### **3.1. A necessary choice for the sustainable development of enterprises.**

With the development of industrial revolution and economic globalization, the enterprise greatly improved productivity, the abundance of material conditions for people to create a lot of convenience and enjoy life, this is hidden behind the deep crisis. Companies seek maximum profit at the same time, to the global environment also brought disastrous damage, even a serious threat to the development of human beings. In the increasingly serious resource and environment situation, the United Nations put forward the strategy of sustainable development, requirements of countries in the pursuit of economic interests at the same time should pay attention to protect the environment, formulated laws and regulations related to business constraints. Therefore, for the purpose of maximizing profit enterprise, must focus on the unity of the enterprise long-term interests and social interests, abandoning the original management idea, change the traditional mode of production, to replace the original inefficient, green production and management mode of production, consumption implementation sustainable development.

#### **3.2. The only way for enterprises to open up international market.**

Green trade barrier is some developed countries the use of harsh environmental standard, restricted imports of products of developing countries and set up with obvious discriminatory non-tariff barriers. In the face of the current green trade barrier, and domestic enterprises to develop international market, must promote internationalization of green management. According to the data shows our country export commodities because of not conform to the relevant state environmental protection standards, in recent year's foreign trade losses of more than \$20billion. In the face of growing green trade barriers, domestic enterprises should take action as soon as possible, the implementation of green management, in line with international standards as soon as possible, thus a good position in the international competition.

#### **3.3. The surest way to enhance the competitiveness of enterprises.**

Along with the rise of green management in countries, the law on the protection of environment has become increasingly perfect, that is given priority to extensive production and operation of enterprises, because of low productivity, high production cost and the market competitiveness is not strong, will become the object of market to ban, many countries and even the environment as an important indicator of corporate finance. Enterprise want to become the darling of the market, an impregnable position in the fierce market competition, must change mode of production, from extensive management to intensive management, the ongoing technological innovation, improve the efficiency of the use of raw materials, reduce the energy consumption in the production process, the means and methods can improve the environmental benefits and help enterprises to reduce production costs and operating costs, increase the product's intrinsic value, thereby enhancing its market competitiveness.

### **4. Our country enterprise green management constraints**

#### **4.1 EnterpriseS is lack of social responsibility**

(1) the one-sided pursuit of local interests and immediate interests of enterprise one-sided pursuit of profit, the profit maximization as the sole subject of management, high consumption, high pollution ways for corporate interests. Also some corporate leadership consciousness, environmental laws and regulations blindly pursuing economic benefits, ignore environmental protection laws and regulations, illegal production or construction of the new project.

(2) The neglect environmental protection

One-sided pursuit of economic benefits and ignore the environmental protection, inevitably lead to environment worsening and a complete loss of economic benefits. Governance after the first pollution,

the result is a heavy price to pay for it, overuse and waste of resources, will lead to the acceleration of resource depletion, which fundamentally restricts the enterprise's development potential and prospects. Enterprises lack of social responsibility, reluctant to undertake the duty of environmental protection, is an important restriction factor of China's enterprises to implement green management, if you can't break through the narrow interests of the enterprise, the implementation of green management in our country enterprise can only be an armchair strategist.

#### **4.2 The enterprise management does not reach the designated position**

##### **(1) Production technology lag behind**

Backward production technology, many enterprises in our country directly bring disadvantages is extensive, the waste of resource is very big, a lot of waste emissions, caused the various forms of pollution; Some enterprises neglected on a pollution treatment facilities, lack of routine maintenance, result in equipment failure, influence the treatment effect. Backward technology and equipment of restrict the effect of green management.

##### **(2) The enterprise security management does not reach the designated position**

Some enterprises safety management measures were implemented, useless, also some enterprises don't pay attention to safety management, once appear safety accidents, often damage to personnel and environment. The implementation of green management requires considerable technology and equipment and management method and the concept of support, if these conditions is missing, the implementation of green management effect will be greatly reduced.

#### **4.3 The government supervision is not in position**

(1) Economic, environmental protection, the pattern of economic growth did not change in some areas, heavy light the phenomenon of environmental protection economic development is still very common, at the expense of the resource waste and environmental pollution for the extensive economic growth mode of production has not yet been reversed. Some places to the cleanup work is not seriously, to the urban sewage and garbage disposal and other environmental infrastructure construction is not positive, individual regions local protectionism is serious, the illegal dredge activities "turn a blind eye, close one eye"

##### **(2) The environmental protection department regulation is not in place**

Due to the current environmental management system and mechanism, the problem of ineffective enforcement of environmental law is prominent. Some local protectionism is serious, the intervention of the administrative department for environmental protection law enforcement, even become illegal behavior of the business environment, greatly weakened the law enforcement of environmental protection department. At the same time, due to the environmental protection department their law enforcement procedures without norms, and environmental monitoring strength is weak, poor working conditions were the reason also affected the environmental protection department of the regulation in different degrees.

##### **(3) The illegal cost is low**

Under the current system, lack of law enforcement and the enforcement of environmental protection department, make the enterprise law of low cost, and high compliance costs, interest oriented enterprise impotence, obstruct the environment law enforcement, and even violent resistance to law. In addition, affected by the regional protectionism, many "special" enterprises free from the regulatory environment for a long time.

### **5. Green management innovation**

At present, Chinese enterprises, especially small and medium-sized enterprises, green management and innovation basic is low, unorganized, unconscious spontaneous or forced state, even if the minority enterprise implement green management, management ability is not fully reflected due to various constraints.

In order to improve the level of green management, the enterprise must have green technologies, green products, green technology innovation, etc. Through green technology innovation, make the enterprise have motive force of sustainable development, and reduce environmental pollution, reduce the waste of raw materials. Through green product innovation, to make enterprise develop products saving raw materials and energy and utilize less expensive and scarce resources. Through the green technology innovation, effectively reduce material consumptions, reduce the cost of resource utilization, make our products gain a competitive advantage in terms of quality and cost [3].

Secondly, in order to strengthen the management of enterprise green technological innovation diffusion. Green technology is a kind of coordinated with ecological environment system of the new technology system, it does not cause or seldom cause environmental pollution and ecological disruption while using, reducing the marginal external cost of enterprise production in general can also reduce the marginal internal cost of enterprises. Chinese enterprises should be guided by market demand, follow the rules of ecology and ecological economy, strengthening the management of green technology innovation and diffusion and established a set consulting, services, mediation, and even risk investment and other functions in one of the service center of green technology innovation, diffusion and efficient information transmission mechanism, speed up the green technology innovation and diffusion, implementation technology, especially the green high and new technology, optimize the product structure, to speed up to "green" type structure transformation [4].

Finally, establish a green accounting system. In the 1970s, to protect the ecological environment, providing the ecological changes of accounting information "green accounting" is starting to get the attention of people. Green accounting for current increased by three factors: environment, in the future, fair, the marriage is a responsibility of --, "next generation" to ensure that the same amount of capital; At the same time also make the enterprise in the pursuit of economic, social and ecological benefits to find a balance. And this balance depends on the establishment of the green accounting system, make the enterprise accounting people correctly, timely and reasonably to accounting consumes the extent of the environmental resources. Correct assessment of natural resource depletion, environmental pollution costs, enterprise resource utilization and environmental costs, thereby to advance enterprise behavior, and afterwards control [5]. Third, implement the strategy of green marketing. On the basis of fully research, market information, especially the green demand information, prescient, purposefully develop green products market, improve the product's market share. And in the choice of ways of distribution, should make full use of modern circulation organization form, chain stores and super market and marketing methods, improve the efficiency of green products circulation, reduce the circulation costs, reducing the loss of circulation. Popularity and use of advertising, expand the green products.

## 6. Conclusion

Along with the development of science and technology, the improvement of the people environmental protection consciousness, Green management gradually become indispensable important component enterprise engaged in the production and business operation activities. Enterprise management and environmental protection is not contradictions relationship ,through green management innovation can realize the harmony of enterprise economic benefits and environmental benefits, energy conservation and environmental protection is not only the social responsibility of the enterprise, more have a chance to be converted into a huge business opportunities for the business operation. Firmly establish a green business ideas, to the enterprise the management activities based on environmental protection, through green management innovation, realizing the maximization of economic benefit and environmental benefit at the same time, the enterprise competitiveness is a new era, the sustainable development of the inevitable is also a viable option. The social public, enterprise itself and the government should make improvements in green management innovation, in order to improve the level of our country enterprise green management, and promote the sustainable development of economy.

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