



Study on the Influencing Factors of the Implementation of Enterprise Green Strategy

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Abstract: Under the background of the concept of sustainable development, enterprises are faced with the urgent need to implement the green strategy, but they are restricted by the external environment and internal conditions. This paper analyzes the external factors and internal factors affecting the implementation of enterprise green strategy, put forward the establishment of green supply chain management system, the development of green products and services, strengthen the green technology innovation and other specific implementation path, in order to successfully implement the green strategy, achieve win-win economic benefits and environmental benefits provide reference and enlightenment.

Keywords: enterprise green strategy; influencing factors; implementation path

1. Introduction

As ecological and environmental problems have become increasingly prominent, the concept of sustainable development has gained popularity, and green development has become a global consensus. In this context, more and more enterprises realize the importance and urgency of implementing green strategy. However, due to the influence of external environment and internal conditions, enterprises still face many challenges in the process of implementing green strategy. Therefore, it is of great significance to promote the green transformation of enterprises and explore the specific implementation path of the green strategy of enterprises.

2. Factors affecting the implementation of enterprise green strategy

2.1 External factors for the implementation of enterprise green strategy

The implementation of enterprise green strategy is deeply influenced by the external environment, in which the policy guidance of the government plays a vital role. Environmental protection regulations, industrial policies and fiscal and tax incentives formulated by the government provide the necessary institutional guarantee and policy support for enterprises to implement the green strategy, and create a favorable external environment. At the same time, the increasingly fierce market competition also has an important impact on the implementation of the green strategy of enterprises. In order to stand out in the competition, enterprises have to increase the research and development and application of green technology, adopt more environmentally friendly production methods, improve the environmental performance of products and services, so as to enhance their market competitiveness. In addition, the continuous improvement of consumers green awareness and the preference for green products are also important external factors to promote the implementation of green strategy by enterprises. The green demand of consumers encourages enterprises to increase their investment in green, and develop and promote more environmentally friendly products to meet the market demand. Finally, the continuous improvement of the level of technological development, especially the emergence and application of new technologies, provides a solid technical support for enterprises to implement the green strategy, promotes the green transformation of enterprise production mode and business model, and makes the implementation of the green strategy possible.

2.2 Internal factors for the implementation of enterprise green strategy

In addition to external factors, the internal conditions of enterprises themselves also have an important impact on the implementation of green strategy. First of all, the resource endowment of an enterprise, including capital, technology, talent, etc., to a large extent determines the investment intensity and innovation ability of an enterprise in the green field, which is the basis and premise of the implementation of green strategy[1]. Secondly, the reasonable setting of enterprise organizational structure and the effective coordination between departments contribute to the efficient allocation and utilization of internal resources of enterprises, and provide the necessary organizational guarantee for the implementation of green strategy. Thirdly, the environmental awareness and decision-making ability of the enterprise management are also the key factors affecting the implementation of the green strategy. The importance and decision-making level of the management

are directly related to whether the green strategy can be effectively promoted and implemented. In addition, the perfect performance appraisal and incentive mechanism can fully mobilize the enthusiasm and initiative of employees to participate in the green practice, and form a good atmosphere for full participation. Finally, the green value concept in corporate culture is the endogenous driving force to promote the sustainable development of enterprises, and plays a subtle influence on the implementation of green strategy.

3. The specific path of enterprise green strategy implementation

3.1 Establish a green supply chain management system to improve the environmental protection level of the whole process

It is a key measure to establish a green supply chain management system to fully implement the green strategy. By building covering raw materials procurement, manufacturing, logistics, after-sales service and so on each link of green supply chain management system, the enterprise can environmental protection concept and requirements depth into the whole process of operation management, to minimize the production and business operations on the environment, improve the level of the whole process of environmental protection[2]. In the process of raw material procurement, enterprises should conduct strict environmental qualification audit of suppliers, give priority to suppliers with excellent environmental performance and meet green standards, and establish long-term and stable cooperative relationship with them to ensure the green and sustainability of raw materials. In the manufacturing process, enterprises should vigorously promote the application of energy conservation and emission reduction technologies, such as clean production technology and green manufacturing technology, optimize the production process, improve the efficiency of resource utilization, minimize pollutant emission and resource waste, and realize the green and low-carbon production process. In the link of logistics and distribution, enterprises should make full use of modern logistics technology and management methods, optimize transportation routes and distribution schemes, improve transportation efficiency, reduce transportation costs and carbon emissions, promote the use of energy-saving and environmental protection transportation vehicles, and develop green logistics. In the after-sales service link, enterprises should strengthen the whole life cycle management of products, provide product maintenance, upgrading, recycling and other services, extend the service life of products, promote resource recycling, and reduce the generation of e-waste and other wastes. At the same time, enterprises should also actively advocate the concept of green consumption, guide consumers to choose green products, cultivate green consumption market, and promote the formation of a virtuous cycle of green supply chain.

3.2 Develop green products and services to meet consumers environmental protection needs

In the face of the increasing consumer demand for environmental protection, enterprises should take this opportunity to accelerate the development of green products and services, and promote the comprehensive green transformation of products and services. Product design is the key link of green product development, enterprises should adhere to the concept of ecological design, from the aspects of raw material selection, structural design, manufacturing technology and other aspects of products, to minimize the environmental impact in the product life cycle. In the selection of raw materials, renewable, recyclable, toxic and harmful environmental protection materials should be preferred to reduce the use of scarce resources; in the product structure design, modular and standardized design methods should be adopted to improve the disassembly, maintainability and recyclability and extend the service life of products; in the manufacturing process, advanced technologies such as clean production should be introduced to reduce pollutant emission and energy consumption in the production process[3]. Packaging design is also a link that cannot be ignored in the development of green products. Enterprises should follow the principles of reduction, recycling and degradable, optimize the packaging structure and material, minimize the use of packaging materials, use biodegradable and recyclable green packaging materials, and reduce the pollution of packaging waste to the environment. In terms of service design, enterprises should innovate service models, develop emerging business forms such as sharing economy and product leasing, improve the efficiency of resource utilization and reduce resource waste. At the same time, the enterprise should also increase the marketing of green products and services, through advertising, experience marketing, a variety of ways, improve consumer awareness of green products and services and acceptance, actively cultivate green consumer market, guide the green consumption fashion, build a virtuous cycle of green production and green consumption, promote the sustainable development of enterprise and society.

3.3 Strengthen green technology innovation and enhance the core competitiveness of enterprises in environmental protection

In the increasingly fierce market competition, green technology innovation has become a key magic weapon for

enterprises to enhance the core competitiveness of environmental protection. Enterprises should stand in the strategic height, fully understand the importance and urgency of green technology innovation, take it as a major decision, and incorporate it into the enterprise development strategy and planning. Enterprises should take a long-term view, increase investment in green technology research and development, set up a special green technology research and development center, and concentrate superior resources to tackle key and core technologies. At the same time, we should recruit talents, formulate favorable treatment, attract and cultivate a group of high-quality and interdisciplinary environmental technology leaders, so as to provide strong intellectual support for green technology innovation. Enterprises should also take the initiative to go out, actively seek industry-university-research cooperation, carry out joint research and development of green technology with universities and research institutes, give full play to their advantages in basic research, application development, achievement transformation and other aspects, realize complementary advantages, collaborative innovation, and constantly improve their own green technology innovation ability. In the process of green technology research and development, enterprises should adhere to the demand oriented and problem oriented, closely follow the industry development trend and market demand, develop practical technologies with strong applicability and good economy, accelerate the industrialization and commercialization of scientific and technological achievements, and promote the rapid transformation of technological advantages to product advantages and market advantages. In full with the increasingly stringent environmental protection standards, we will greatly reduce the consumption of energy and resources, continuously improve product quality and performance, explore new profit growth points with the power of green technology, achieve win-win results between environmental benefits and economic benefits, and become the leading ladder of green development enterprises

4. Conclusion

In short, the implementation of green strategy has become an inevitable choice for enterprises to achieve sustainable development. Enterprises should fully understand the external and internal factors affecting the implementation of green strategy and take effective measures to deal with them. In the future, with the increasing improvement of environmental protection laws and regulations, the continuous progress of green technology, and the further improvement of consumers environmental awareness, enterprises will face a more favorable external environment for the implementation of green strategy. Enterprises should seize the opportunity, actively promote the green supply chain management, green product and service development, green office and operation, green technology innovation and other aspects of the work, constantly improve their own green development level, and win the opportunity in the fierce market competition.

References

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