

Discussion on the innovation strategy of enterprise management concept under the background of “double carbon”

Fangmei Qiu

School of Economics and Management, Jiangxi University of Science and Technology, Ganzhou 341000, China.

Abstract: The concept of “double carbon” advocates to vigorously use clean energy, reduce the use of high energy consumption carbon energy, and promote the economic development and environmental protection of enterprises to achieve a win-win situation, forming a green development model. Based on the “double carbon” background, the management concept of the enterprise is analyzed, hoping to achieve management innovation, and promote the economic and environmental benefits of the enterprise to achieve balance, for reference.

Key words: “Double carbon”; Enterprise; Management philosophy; Innovation strategy

Introduction

Countries all over the world attach great importance to climate change and ecological environment issues, and the country has clearly decided to achieve carbon peak and carbon neutrality. In the “double carbon” environment, the production and life of enterprises have entered a new normal. In this background, the traditional enterprise management thought has gradually shown its disadvantages, only by actively responding to the “double carbon” strategy, can effectively improve the overall competitiveness of the enterprise, in the new situation of its in-depth thinking and innovation, the green business thought into every operation process of the enterprise, so as to achieve the perfect combination of social benefits and economic benefits. In this paper, the concept of “double carbon” as the background, the enterprise management concept innovation has been studied, put forward the concrete feasibility strategy, in order to promote the sustainable development of enterprises.

I. The “double carbon” concept overview

“Dual carbon” refers to the process of a gradual decline in total carbon dioxide emissions from a peak to near “zero” in a given period. As global warming becomes more and more prominent and environmental problems become more and more prominent today, many countries have incorporated the issue of “dual carbon” into their development goals and included it in the scope of social development, in order to promote the development of low-carbon economy. For enterprises, the ideas of enterprise management in the double carbon era should also be changed. In the traditional economic management, companies are profit-oriented, and ignore the impact on the environment. However, our country is facing more and more serious environmental problems now, one of the most important factor is the emission of carbon dioxide. Enterprises should take their carbon emissions into consideration and reflect on their corporate culture to make it more in line with the trend of low-carbon development. This paper first expounds the concept of “double carbon”, then puts forward the shortcomings of enterprise management under the background of “double carbon”, and finally puts forward relevant suggestions to explore the development of enterprises.

II. The deficiency of the traditional enterprise management concept under the background of “dual carbon”

1. Too much emphasis on maximizing economic benefits

Traditional business philosophy attaches too much importance to economic benefits, and regards profits as the goal in daily operation, hoping to obtain the highest economic benefits in a short time. It should be noted that the decision made in this case ignores the protection of the ecological environment. Although it provides convenience for the profits of enterprises, it is difficult to synchronize the development of enterprises and the ecological environment. As China now attaches importance to the ecological environment, the management method at the expense of the environment is no longer in line with the demands of social development, let alone the implementation of the concept of “double carbon”.

2. Lack of awareness of green management

In the past business activities, some enterprises did not fully understand the urgency of protection and sustainable development, lack of attention to environmental protection, resulting in a large amount of waste of resources, resulting in increasingly serious ecological and environmental problems. In addition, some listed companies in the financial report, the disclosure of information focused on business information, rarely mention environmental information. This is a reflection of narrow thinking, which will not only cause a waste of resources, but also ignore the impact of the development of enterprises on the environment.

3. There is a serious carbon emission problem

While people pay more and more attention to the issue of environmental protection, due to the serious carbon dioxide emissions brought by the traditional production mode of enterprises, enterprises are faced with environmental problems that have to be considered. If the enterprise still adopts the traditional management model and follows the traditional management concept, then it is difficult to achieve

efficient management, which does not adapt to the requirements of “double carbon”, not only will the public image of the enterprise be damaged, but also it will be difficult under the strict control of the relevant departments.

III. The innovation strategy of enterprise management concept under the background of “double carbon”

1. Strengthen environmental awareness and introduce green management concepts

Under the “double carbon” strategy, the innovation of enterprise management concept requires enterprises to strengthen the concept of environmental protection, but also introduce the concept of green management. The implementation and innovation of the green management concept not only breaks through the restrictions of the traditional way, so that the enterprise can avoid the changes brought by management innovation, but also allows the enterprise to adapt to the “double carbon” background faster, which is conducive to the sustainable development of the enterprise. To this end, enterprises can integrate the concept of green management in daily production, so that it can be combined with the production link, and become the support for the realization of the “double carbon” goal. To this end, the author believes that the enterprise should increase the staff’s ecological environmental protection training, deepen the staff’s awareness of environmental protection. In the process of training, enterprises should not only instill environmental protection knowledge to employees, but also need to make them understand their environmental social responsibility, and urge themselves to become practitioners of environmental protection actions under this awareness. Through the environmental protection training of employees, the enterprise’s understanding of the problem under the background of “double carbon” has been improved, and it has been organically combined with the enterprise’s green management ideas. At the same time, the introduction of the concept of green management, the needs of environmental protection into the daily operation of the enterprise, from the formulation of strategy to the implementation of every link, environmental protection should be included. The concept of green management includes rational use of resources, reduction of production waste, simplification of production steps and so on. The enterprise should incorporate environmental protection into all aspects of the enterprise, so that it can achieve the balance of economic benefits and environmental benefits, and move towards the direction of sustainable development, which can not only enhance the company’s environmental protection awareness, but also improve the ecological development of the enterprise. At the same time, it will also lay a good foundation for the future development of the company to alleviate the environmental problems brought about by the environmental protection of the enterprise under the background of “double carbon”.

2. Build a green management model and carry out green management

To establish the enterprise green management model under the “double carbon” strategy, it is necessary to carry out fine management of the enterprise process, and highlight the environmental protection characteristics of the enterprise in marketing, so as to achieve a win-win situation of economy and environmental protection. Through the implementation of the project, it will help enterprises to better cope with the “dual carbon” strategy, enhance their social responsibility, and enhance enterprises to obtain lasting competitive advantages in the future market competition. First, the establishment of “green management” business model. Based on this, the author believes that enterprises can combine the Internet of things, big data analysis and other technologies to achieve intelligent allocation of energy consumption, while monitoring the entire production process, to achieve real-time monitoring of the carbon emissions of the entire production process, and accurate analysis of the use of resources. In this way, the carbon emission in the manufacturing process can be more detailed grasp, and the corresponding actions are formulated with targets, to achieve the purpose of reducing carbon emissions, and promote the construction of green business model. The implementation of “green” marketing in the sales process, to establish an “environmentally friendly” brand image. Modern enterprises should pay attention to their environmental friendliness in order to meet the ever-increasing consumption requirements. The use of environmental labeling, certification and related promotional materials, to the vast number of consumers to fully demonstrate its environmental benefits. At the same time, enterprises can take advantage of digital marketing methods such as social media and e-commerce platforms to actively devote themselves to environmental protection, establish their green brand and enhance their competitiveness in the market.

3. Improve performance evaluation and incorporate green concepts

Based on the “double carbon” environment, by improving the performance evaluation system and introducing the environmental protection index into the enterprise evaluation system, it will not only help to determine the purpose of environmental protection, but also promote the internal and external motivation, but also establish a long-term environmental protection mechanism and promote the significant progress of enterprises to achieve “green operation”. Therefore, under the “double carbon” strategy, enterprises should take the initiative to improve the performance appraisal system, in order to promote the continuous improvement of the level of corporate environmental protection governance, to achieve long-term environmental protection goals, and to promote the implementation of “green management”. First of all, enterprises should build a sound assessment system and effectively improve the traditional assessment methods. In the new era, enterprises should incorporate the environmental protection index into the performance evaluation system, take it as the main content of the enterprise performance evaluation, and incorporate it into the enterprise performance evaluation, which fully reflects the enterprise’s ability in environmental protection. With clear environmental protection performance evaluation indicators as the basis, so that the “double carbon” period of the company to realize their own responsibilities, so that environmental protection and the overall goal of the enterprise to maintain unity. Second, the environmental protection index is included in the evaluation system, and the level of environmental protection is constantly improved. Modern enterprises should formulate corresponding environmental protection performance indicators,

combine environmental protection indicators with performance evaluation, in order to stimulate the enthusiasm of internal personnel and promote their innovation and improvement in environmental protection. In addition, it can also create good environmental benefits for the environmental protection work of the enterprise. Third, constantly improve the environmental protection evaluation system and establish a long-term environmental protection mechanism. Enterprises should carry out regular performance evaluation of environmental protection work, master the environmental protection situation, find the existing problems, and formulate corresponding countermeasures to ensure that the environmental protection of enterprises is not temporary, but long-term, so as to shape a double-carbon enterprise with strong environmental responsibility.

4. Enhance the sense of social responsibility, to achieve double benefits

The modern enterprise is not only an independent economy, but also plays the role of “economic man”. Based on the “double carbon” environment, enterprises should take the initiative to participate in social welfare activities, in order to achieve economic and social benefits as the ultimate goal. Strengthening corporate social responsibility, so that enterprises can obtain the balance between economic interests and social responsibility, is not only conducive to the development of enterprises themselves, but also conducive to shaping a good image of enterprises, and promote enterprises to achieve sustainable development under the goal of “dual carbon”. Therefore, enterprises need to update the concept of enterprise management and strengthen the sense of social responsibility of enterprises. At the same time, taking into account the economic and social benefits of the enterprise, realize that the economic benefits of the enterprise and the social benefits of the enterprise are mutually promoting, so that it can take the initiative to assume the responsibility of the enterprise, obtain the recognition of consumers, and establish a good company reputation. First of all, enterprises should take the initiative to assume their own social responsibilities and provide more services for consumers. In the daily operation of the company, the enterprise should pay attention to the construction of employee welfare, participate in community construction, promote charitable activities and other forms of social obligations, provide employees with a safe and healthy working atmosphere, so that the quality of life of employees can be improved, the loyalty of employees to the company will naturally be enhanced, so that the productivity of the enterprise can be improved. At the same time, enterprises should play their own role in the process of carrying out public welfare undertakings and public welfare undertakings, promote the sustainable development of society, assume their own social responsibilities, and establish a good corporate image; Secondly, strengthen the awareness of environmental protection, and strive for more customer recognition. Under the background of “double carbon”, consumers attach more importance to the company’s social responsibility and environmental protection, and are more inclined to choose companies that pay attention to both economic benefits and social responsibility, so as to enhance the company’s brand value and market share. Therefore, in the process of production and operation, enterprises should take into account economic interests and social obligations, in line with customers’ expectations for the sustainable development of the company, but also let the public see the enterprise’s efforts and courage to take on responsibility, so that they believe in themselves. The actions of enterprises to fulfill social responsibilities, in addition to winning the praise of customers, more importantly, it is necessary to establish a good reputation in the industry, investors and other aspects. This requires enterprises to take into account both economic benefits and social benefits, in order to establish a long-term competitive advantage to enhance the status of enterprises in the industry, in order to achieve the purpose of sustainable development.

Concluding Remarks

To sum up, the “double carbon” strategy has brought unprecedented development opportunities to enterprises, but also brought huge challenges. In the current economic situation, enterprises should actively shoulder their own social obligations, establish the concept of sustainable development in the process of enterprise operation and development, and seek the balance between economy and society. In the new period, the innovation of enterprise management concept covers many fields, including the adjustment of management concept, innovation of green technology, optimization of management mode and improvement of performance evaluation system, so that enterprises can cope with the “double carbon” at the same time, can calmly cope with the “double carbon” brought challenges, to achieve the purpose of sustainable development.

References

- [1] Rui Zhao. Research on the influence of “Internet Plus” on the economic management innovation model of modern chemical enterprises [J]. *Daily Chemical Industry (Chinese and English)*, 2023, 53(08): 999-1000.
- [2] Hongmei Wu, Yiming Tian, Xinyi Yang. [J] Implementation progress and countermeasures for carbon reduction of Chinese enterprises under the target of carbon peaking and carbon neutrality [J]. *Environmental Protection*, 2019, 51(24): 50-55.
- [3] Ying Zhang. Innovative application practice of big data platform for visual operation analysis of petroleum enterprises under the goal of “dual carbon” [J]. *Business Observation*, 2023, 9(36): 57-60.
- [4] Jianhua Xu. Existing problems and Solutions of modern enterprise economic management mode from the perspective of “Internet +” [J]. *Journal of Hubei Open Vocational College*, 2023, 36(23): 124-126.