

Research on the Management Strategy of Green Logistics

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Abstract: Ecological environment protection is the basis for logistics enterprises to implement green logistics. Relevant departments should constantly improve the business mechanism of enterprises, improve the circulation process of green products and services, and establish a modern green logistics management system. We must reform our business philosophy and abandon the traditional concept of "consumption economy". In the new situation, the interaction between environmental protection and modern green logistics system is a new development direction of enterprise management. Promoting the development of green logistics is of great significance for promoting the sustainable development of our society and economy.

Keywords: Modern; Green Logistics; Management Policy

1. Current Situation of Modern Green Logistics in China

1.1 Differences in thinking.

On the one hand, the concept of the government and leaders has not changed, and the concept of green logistics has not been formed. Some government officials do not even care about logistics, let alone the development of green logistics. There is only the concept of logistics, but there is no green concept, and there is also a lack of progressiveness development, which is still a certain distance from the development of the times. However, in foreign countries, operators and consumers are still weak in their consumption concept of green logistics, and their understanding of green logistics is basically zero. The operators showed us green products, green signs, green marketing and green services. Consumers aimed at green consumption, green enjoyment and green safety, while green transportation logistics did not receive sufficient attention. Therefore, in the process of developing logistics, we must improve our concept, renew our concept, understand and take green logistics as the guidance to make green logistics an important part of the global comprehensive green revolution^[1].

1.2 Political differences

Green logistics is an important part of modern economic development. It has great practical significance to promote social and economic development and improve people's living standards. Therefore, the implementation of green logistics should not only start from the constraints of the government, but also strengthen the management of the current logistics system, build a framework for the construction and development of green logistics system, and improve the policy system of green logistics. In the process of policy guidance on green logistics, governments of various countries have formulated corresponding policies and regulations to control the source of pollution, limit the flow of vehicles, and lay a foundation for the green development of logistics from the perspective of reasonable logistics planning.

2. Necessity of green logistics development

Green logistics is in line with the development trend of international society, which is an inevitable requirement of global economic integration. In the process of global economic integration, some traditional tariff barriers and non-tariff barriers are gradually fading out, and environmental barriers are also emerging; Green logistics has become the "passport" for many enterprises to enter the international market. The two concepts of green logistics are "pollution prevention" and "continuous improvement". However, foreign

logistics companies have developed earlier and their logistics operation and management levels are relatively mature, which will inevitably have a great impact on China's logistics companies. The development of green logistics is an inevitable choice for China's logistics enterprises to go global.

Green logistics is not green manufacturing, green consumption forms a green cycle together, saving resources and protecting the environment. Green manufacturing is an important topic in the current manufacturing industry. It is a green product aimed at saving energy and reducing environmental pollution. Green consumption refers to a consumption mode in which consumers are the main consumers. The three infiltrate and influence each other [6-9].

Experts pointed out that from the beginning of production to sales, only 10% of the production and processing time is spent, while 90% of the time is spent on storage, transportation, loading and unloading, subpackaging, logistics processes such as event processing, information processing, etc. The green logistics and operation is undoubtedly the basis for reducing the operating costs of enterprises. The focus of green logistics is: low investment, large logistics. Green logistics is not only to reduce ordinary logistics costs, but also to focus on green and energy-saving, efficient and less polluting development.

3. Problems in Modern Green Logistics Management

3.1 Analysis of Non green Factors in Modern Logistics

Packaging is a necessary process, which can ensure that the goods will not be damaged during transportation or storage, thus ensuring the value and shape of the goods. The reasons why packaging is not environmentally friendly include: the environmental pollution caused by packaging materials is usually caused by the use of plastic bags, wrapping paper and other packaging materials. Plastic bags are not easy to degrade. Once the plastic bag packaging is discarded, it is likely to cause plastic pollution; Packaging paper mainly uses waste paper, pulp and wood as raw materials. With the development of the logistics industry, more and more waste packaging materials are generated. The disposal of garbage also becomes more troublesome.

3.2 The greening level of logistics infrastructure is not high, and information technology is backward

At present, China's logistics industry is still in its infancy, the logistics infrastructure is still poorly equipped and compatible, and the logistics technology and equipment are backward, mainly due to transportation modes, transportation network connectivity between different regions and other issues. The potential of water transport and civil aviation transport has not been fully utilized, the design of transport system is not perfect, and the environmental impact factors have not been fully concerned. The construction of various comprehensive freight hubs, logistics bases and logistics centers lags behind. The economic benefits of the logistics center are not high, resulting in a lot of waste of manpower and material resources.

3.3 Imperfect development environment

First of all, China's current administrative system is still facing a lot of constraints, that is, the guiding role of the government is not strong enough. As the logistics business involves various industries and regions, and the management is composed of multiple government departments, each department lacks a unified and coordinated strategic thinking, so there is no professional logistics department to coordinate the logistics development, leading to the distribution and waste of logistics resources. Our government has no vision for the future logistics development. To a certain extent, there is still a tendency of "laissez faire", and environmental education is not enough. Secondly, consumers lack the understanding of green logistics, which is mainly reflected in that most consumers only pay attention to green consumption, green enjoyment and green security, while ignoring green circulation links. The enterprise lacks compound talents. As the concept of green logistics has just risen in China, many logistics companies have not yet fully established the concept of green logistics, nor have they really had the foresight to assume social responsibility, but only symbolically complied with the requirements of the times. At present, many enterprises in China have no compound talents with dual knowledge of environmental protection and logistics, and their research theory is divorced from practice.

4. Countermeasures of China's logistics industry and strategic suggestions for future development

4.1 Establish a new operation concept of green logistics

The government should pay more attention to environmental protection and publicize the urgency, awaken the crisis awareness of enterprises, social organizations and the public, and create a good public opinion and social environment for the implementation of green logistics; Guide commercial enterprises to break through the operation and organization mode of their logistics activities that mainly depends on their own services, and realize third-party logistics by implementing logistics outsourcing, so as to achieve better utilization efficiency. In order to break through the traditional concept that environmental protection is uneconomical and green equals consumption, we must start from the long-term interests of enterprises and society, establish the team consciousness of collective cooperation and environmental conservation, and take resource conservation, waste reduction, and pollution prevention as the long-term development goals of enterprises.

4.2 Formulate standardized development policies for modern green logistics industry

Modern green logistics is a new and complex industry, involving transportation, warehousing, loading and unloading, combined transportation, processing, sorting, distribution, information, etc; Environmental protection and other industries, relevant policies with the Ministry of Communications, the Ministry of Railways and the Civil Aviation Administration; Ministry of Commerce, Ministry of Information Industry, customs, environmental protection, industry and commerce, taxation, etc. In order to prevent the internal management of administrative organs from being too decentralized, and to ensure policy coordination among various departments, it is necessary to establish a relevant government department coordination mechanism and a unified management organization.

4.3 Accelerate the planning and construction of green logistics public infrastructure

First of all, we should pay attention to the utilization and transformation of the existing logistics infrastructure, scientifically integrate its scale, layout and functions, so as to improve the utilization of existing equipment and give full play to its overall benefits. Secondly, we should strengthen the macro-control and functional integration of the newly built logistics system. In terms of logistics planning, station construction planning of different transport modes, industrial and commercial logistics, etc., we must make overall planning from the overall perspective, so that the logistics planning, station construction planning of different transport modes, and storage facility planning of industrial and commercial logistics industries can be effectively connected and coordinated, avoiding repeated construction and waste of land resources. Third, we should increase investment in infrastructure, roads, railways and water transport; Strengthen the construction of infrastructure such as aviation, pipelines and urban transport. We should increase investment in public welfare and infrastructure facilities, expand investment and financing channels for public welfare facilities according to the requirements of the market economy, and promote the operation of enterprises. Fourth, we should attach importance to the connection of various means of transport, accelerate the improvement of the comprehensive transport network, and promote the development of multimodal transport.

Conclusion

Strengthening the green transformation of the logistics industry is an inevitable trend of the development of the new era and the only way to promote social and economic development. As a new way of logistics management, green logistics management has attracted more and more attention. Logistics enterprises should combine the green concept with the logistics concept to promote the development of the logistics industry with the green concept, so as to promote the sustainable development of the logistics industry. We should innovate the green operation mode of logistics, establish an effective logistics operation strategy, and improve the green operation efficiency of enterprises.

References

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