

Strategic Management of Sustainable Development of Chinese Enterprises Based on Resource-Saving Society

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Abstract: With the acceleration of economic globalization and the increasing uncertainty of market competition, productivity, quality and cost are no longer the absolute advantages of competition, and Chinese enterprises are facing more and more pressure to survive. Sustainable development is a brand-new concept put forward with the extensive discussion of global environment and development in 1980s, and it is the crystallization of people's long-term deep reflection on the traditional development model. The purpose of building a conservation-oriented society is to improve resource utilization efficiency, reduce pollutant emission intensity and promote sustainable development. There are many obstacles in building a conservation-oriented society, so it is necessary to take comprehensive measures and give priority to promoting the construction of relevant systems for building a conservation-oriented society. This paper summarizes the main characteristics and common disadvantages of Chinese enterprise strategy, and further analyzes the necessity of Chinese enterprises to implement the strategic management of enterprise sustainable development under the environment of resource-saving society and the problems to be faced in the future.

1. Introduction

As the focus of energy consumption, enterprises play a very important role in building a conservation oriented society. With the proposal of building a resource-saving and environment-friendly society, China's sustainable development has ushered in unprecedented opportunities [1]. The establishment of resource-saving enterprises is an important basis for alleviating the resource bottleneck constraints and building a resource-saving society, and is also the fundamental requirement and important way for enterprises to change their growth mode, enhance their core competitiveness and realize sustainable development [2]. To win in the competition and maintain sustainable development has become the dream and pursuit of many Chinese enterprises [3]. The sustainable development of enterprises is a systematic project, involving many factors. From the popular topics of organizational change and strategic transformation in the industry, it can be seen that more and more enterprise decision makers and managers have realized that it is difficult to ensure that enterprises can adapt to environmental changes and sustainable development by only paying attention to conventional business investment and operation management [4]. How to make full use of the advantages and avoid the disadvantages, make good use of the advantages of backwardness in the context of globalization, solve the problems of resources and environment in

the process of development, and realize the rapid, sustainable and balanced development of social economy is a major issue that China will face for quite a period of time in the future [5].

In the increasingly complex and changeable competitive environment, enterprises have to plan in advance to cope with changes. The implementation of enterprise strategic management is an important guarantee to ensure the sustainable development of Chinese enterprises [6]. Sustainable development is a new concept put forward with the extensive discussion of global environment and development issues in the 1980s. It is the crystallization of people's long-term and profound reflection on the traditional development model [7]. The state-owned enterprises will still be the main body of the province's social productive forces at the present stage and even in the future, which is an important guarantee for stimulating economic growth, increasing fiscal revenue, achieving full employment, improving people's living standards and common prosperity [8]. There are many obstacles in building a conservation oriented society, so we need to take comprehensive measures and give priority to the relevant system construction of building a conservation oriented society [9]. This paper summarizes the main characteristics and common disadvantages of China's enterprise strategy, and further analyzes the necessity of China's enterprises to implement the sustainable development strategy management under the environment of resource-saving society, as well as the problems to be faced in the future.

2. Key Factors Affecting the Sustainable Development of Chinese Enterprises

China's transition from a planned economy to a market economy is still short. After China's accession to the WTO, foreign capital, technology and management will add greater pressure and challenges to Chinese enterprises. The cruel competition and severe business forms have brought about essential changes in the living environment of Chinese enterprises. As far as state-owned enterprises are concerned, they have just changed from the planned economy system to the modern enterprise system under the market economy system, and are now facing the impact of economic globalization. When they have not completed the industrialization task, they are also facing the urgent task of informationization. Therefore, the strategy of quite a few state-owned enterprises is only to survive in development, and only survival can develop. At present, in order to solve the problem of sustainable development of Chinese enterprises, we should correctly handle the relationship among government, enterprises and society. Because China is in the process of political system reform and economic system reform, some deep-seated domestic political and economic problems have not been effectively solved, and China's social development and macroeconomic growth will still encounter some new problems [10]. We must resolutely stop blind investment and low-level expansion in high-energy-consuming industries, and increase investment in energy-efficient product manufacturing, energy-saving equipment and technology, and new and renewable energy. Enterprises should proceed from reality, take the market as the guide, and constantly update their management concepts and methods, so that the management mode of enterprises can keep up with the pace of the times, adapt to the needs of their own survival and development and the changes of social environment, thus bringing the most lively vitality and the greatest economic benefits to enterprises.

3. The Necessity of Implementing Strategic Management in Chinese Enterprises

The core of enterprise culture is the enterprise's idea or values. Human behavior is formed under the guidance of its idea or values. The behavior of enterprises in production and business activities is also formed under the guidance of some enterprise idea or values. Enterprises should be brave in foresight, be good at foresight and actively construct a new strategic framework, not just strategic positioning and traditional strategic planning. Enterprises should analyze the external environment

with a new strategic view, so as to grasp the emerging business opportunities and create a strategy with a bright future. It is the root and soul of sustained, healthy and rapid development of enterprises, and the source of power for enterprises to remain invincible and prosper forever. Human resources are the most important and precious resources of enterprises, which is a common conclusion drawn by many successful enterprises in practice. The influence of high technology and its industry on comprehensive national strength is increasing, the speed of knowledge renewal is getting faster and faster, and the period of transforming science and technology into real productivity is getting shorter and shorter.

Primitive innovation has increasingly become the strategic commanding height of contemporary science and technology competition, and many scientific and technological frontiers are brewing new major breakthroughs. The essence of sustainable development of enterprises lies in people, that is, the all-round development of employees. If we do not pay attention to the improvement of employees' quality and personnel training, we will not carry out cultural construction in the development of enterprises. Figure 1 shows the types of mutual assistance in environmental and ecological construction.

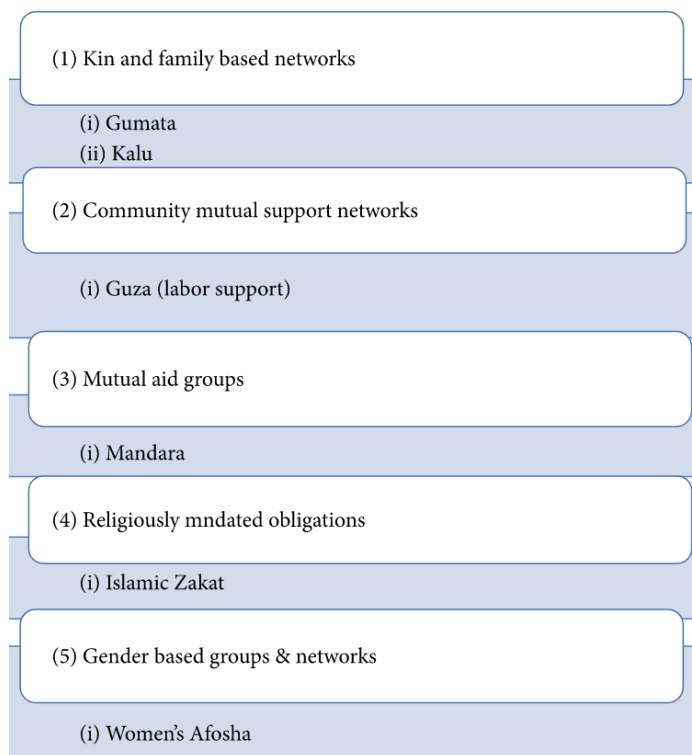


Fig.1 Types of Mutual Assistance Practices in Environmental and Ecological Construction

The development of modern enterprises, especially the development of large enterprises, is the combination of product management and capital management. Capital management is the only way for Chinese enterprises to become bigger and stronger. However, numerous enterprise management practices show that some enterprises grow up rapidly through capital management, while others decline themselves through capital management. One of the important reasons is that these enterprises have no clear corporate strategy to guide them. Under the condition of socialist market economy, the construction and innovation of enterprise mechanism should not only meet the needs of market changes, but also adhere to the reality of enterprises. The premise of reform and innovation is that it is conducive to the development of enterprises and can continuously promote the improvement of economic benefits of enterprises. It is necessary to take various measures to

support provincial enterprises to intensify their efforts in tackling key technologies of resource conservation and recycling, organize the development of resource conservation and alternative technologies with great promotion significance, and vigorously promote the application of new technologies, new processes, new equipment and new materials that save resources. In the understanding of this basic relationship, the traditional production-oriented and market-oriented understanding has its rationality, but it also has some shortcomings. Therefore, the dynamic role of enterprises in market demand has been paid more and more attention.

The factors affecting the sustainable development of enterprises are divided into four categories: energy structure, energy intensity, industrial structure and economic scale. Its decomposition model can be expressed as:

$$C^t = \sum_{i=1}^7 ES_i^t \times EE^n \times TG^t \times GDP^t \quad (1)$$

Among them, ES represents the consumption share of various types of energy by the company in each year, EE represents the amount of energy consumed by the company's unit output value in each year, YG represents the proportion of GDP in each year, and GDP represents the regional GDP.

Building a conservation-oriented society is the essential requirement of the modernization development model with Chinese characteristics. The modernization road of all developed countries depends on the traditional industrialization mode, and is based on the high consumption of non-renewable resources, especially fossil energy and living materials. In the increasingly fierce market competition, corporate image is directly related to changing the negative mentality of enterprises into positive confidence to promote consumption. Moreover, it can gain extra profits through good corporate image, and at the same time, it can take the initiative position in the competition with rivals. Now is the era of market economy. The market is dynamic and full of uncertain factors, but it also contains quite a lot of opportunities. Therefore, enterprises should study the market carefully, and all their business behaviors should be in line with the market, so as to adapt to the development of the market. China must fully understand the law of development, grasp the development opportunities, take advantage of the advantages of backwardness, and adopt a modern development model with Chinese characteristics, and resource conservation and environmental friendliness are the core elements of this model [11]. The direct result of a company's image is that it determines the image position of the company among customers and consumers and the loyalty and trust of customers and consumers to the company. Therefore, if the image of an enterprise has problems among customers and consumers, it will cause the consumers to dislike and lose trust in the enterprise.

4. Promoting Technological Innovation of Enterprises

The limitation of resources is implemented in the theory of sustainable development, and its essence and core content is to build a resource-saving society, which is the fundamental embodiment of economic and ecological benefits in resource effectiveness in the theory of sustainable development. In order to make all employees of the company have a unified understanding of the necessity and importance of strengthening energy conservation and reducing consumption, and building a resource-saving enterprise, the company holds an activity mobilization meeting, and regularly publishes a blackboard newspaper to study energy policies, energy-saving technologies and products. Building a conservation-oriented society is of universal significance for global sustainable development. Pursuing resource conservation and environmental friendliness is not only the goal pursued by China, but also the common responsibility of all mankind and the direction of future society. Management innovation is the foundation, and scientific and technological innovation is the key. Talent training is the foundation, system construction is the

guarantee, and energy saving and resource saving are the eternal themes to enhance the comprehensive strength of the company. Promoting economical industrial development and scientific and technological innovation is an important means to improve national competitiveness. In the era of globalization with increasingly fierce international competition, the core competitiveness or strategic scientific and technological innovation ability determines a country's position to a certain extent. In order to make new breakthroughs in energy-saving work, it is necessary to formulate various energy consumption quotas for energy-consuming equipment and strictly implement planned energy consumption. Energy-saving monitoring is to help enterprises master and understand the energy consumption status of energy-consuming equipment, find out the energy-saving potential of enterprises and improve the energy utilization rate of enterprises. Therefore, the diagnosis and help of energy-saving monitoring work is indispensable for enterprises to carry out energy-saving and consumption-reducing work, and energy-saving monitoring work is to strengthen and urge enterprises to save energy and reduce consumption. If China succeeds in building a conservation-oriented society, it will not only set an example for developing countries, but also make a great contribution to global sustainable development and have a far-reaching impact on human civilization.

5. Conclusions

With China's entry into WTO, China's market will gradually be completely opened to the outside world, and Chinese enterprises will face more and more powerful competitors, and the competition will become more intense. In today's increasingly complex and changeable environment, facing the severe challenges of economic globalization and knowledge economy, for any enterprise, the implementation of enterprise strategic management to ensure the sustainable development of enterprises has become the primary task of enterprise management. Resource conservation is the cornerstone of social and economic sustainable development, and it is also the only way and the only way out for China to achieve sustainable development. If there is no long-term clear direction for the future and no guiding principle for the future situation of the enterprise, no matter how big the enterprise is and how stable its position is, it will lose its living conditions in this revolutionary great change. In the new competitive environment, if Chinese enterprises still adopt the traditional way of product competition, they will be abandoned by the market. Therefore, enterprises must quickly change their business ideas and strategies, and establish the concept of sustainable development strategy in order to cope with the fiercely competitive market environment.

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