

# Analysis of Modern Green Logistics Management and Its Optimization Measures

Jingxi Zuo

Guangzhou College of Commerce, Guangzhou, 511363 Guangdong, China

jingxizuo@163.com

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**Abstract:** With the constant progress of science and technology and the remarkable improvement of economic level in China, people have gradually realized the significance and value of ecological environment protection, and the concept of green environmental protection has gradually become popular. In this context, if the logistics industry wants to achieve sustainable and healthy development, it must carry out management innovation and improvement under the influence and guidance of the concept of green environmental protection. Only in this way can we reduce the waste of resources in the process of logistics and transportation, and thus improve economic returns. Based on this, this paper analyzes the modern green logistics management and optimization measures, hoping to provide some reference for promoting the modern green development of China's logistics industry.

## 1. Introduction

At this stage, information technology is increasingly integrated into people's lives, changing and affecting people's entertainment, learning, work, making friends and shopping methods<sup>[1]</sup>. Especially with the continuous development of e-commerce industry in recent years, more and more people begin to choose the online form to purchase goods. In this context, China's logistics industry has grown up. However, as far as the current development process of China's logistics industry is concerned, there are still many deficiencies, which seriously hinder the progress and innovative development of the logistics industry, such as resource waste, environmental pollution and other issues. Therefore, under the guidance of China's ecological and environmental protection trend and the concept of green environmental protection, the logistics industry should actively advocate the concept of green environmental protection and apply it to specific logistics management, thus promoting the progress and development of China's logistics industry in the direction of modern green logistics.

## 2. Problems in Modern Green Logistics Management

### 2.1 Enterprises Pay Less Attention to Green Logistics Management

Although with the increasing emphasis on ecological environment protection in China, all walks of life have begun to strengthen green environmental protection. However, in the logistics industry, there are still some SMEs who give up the green environmental protection work in order to obtain economic benefits<sup>[2]</sup>. Some logistics enterprise managers did not fully realize the significance and value of green physical management, which led to poor promotion of modern green logistics management concepts and models. In the logistics management work at this stage, many logistics enterprises focus more on how to improve economic benefits, and then ignore the importance and role of green logistics management for the sustainable and healthy development of enterprises. This leads to the logistics industry being unable to adapt to the market demand, thus affecting its development efficiency and scale.

## **2.2 Incomplete Green Logistics Management System**

In order to effectively improve the efficiency and quality of green management, the logistics industry needs to rely on relevant systems. However, from the perspective of the current management work in the logistics industry, many logistics enterprises fail to fully recognize the significance and value of green management, which leads to the imperfect management system, seriously hindering the smooth and effective implementation of green logistics management<sup>[3]</sup>. Even some logistics enterprises did not strictly follow the concept of green environmental protection and the principle of sustainable development when formulating management systems, but more focused on the improvement of economic benefits and logistics transfer speed. This has led to a large number of ecological environmental pollution problems in the actual logistics work, and the green logistics management work is also nominal.

## **2.3 Lack of Perfect Supervision Mechanism**

The smooth and effective implementation of modern green logistics management cannot be separated from a sound regulatory mechanism. No matter what industry can't do without the supervision and management mechanism, which is an important basis to ensure the standardization and effectiveness of work, and a basic path to improve the efficiency and quality of enterprise management. However, in the logistics industry, some small and medium-sized logistics enterprises do not have more efforts to carry out supervision and management due to capital constraints and market competition. This has led to some logistics personnel's lax working behavior and negative working attitude in their actual work. Even though some logistics enterprises have set up supervision departments, most employees still have a resistance mentality<sup>[4]</sup>. In addition, due to the lack of a sound regulatory mechanism, the actual logistics work will also lead to the random disposal of packaging waste, waste of resources and other problems, which seriously hinder the development of modern green logistics enterprises and management work.

## **2.4 Lack of Management Talents**

As an important participant in modern logistics management, logistics management talents' information technology level and professional skills determine the efficiency and quality of green logistics management to a certain extent. At this stage, the professional ability of managers in many logistics enterprises is limited, and there are some problems such as low education and older employees. This makes the modern green management of logistics enterprises unable to be carried out effectively and smoothly. In addition, the lack of management talents also affects the level of information management of logistics enterprises and hinders the innovative development of modern logistics industry.

# **3. Optimization Strategies of Modern Green Logistics Management**

## **3.1 Strengthen Enterprises' Attention to Green Logistics Management**

If the logistics industry wants to develop in the direction of modern green logistics, the first task is to strengthen the recognition and emphasis on green logistics management<sup>[5]</sup>. Only when managers of logistics enterprises fully realize the significance and value of green logistics management, can they actively take various measures to promote the development of logistics industry towards modern green logistics. First of all, logistics enterprise managers should actively learn and understand China's ecological and environmental protection policies, pay close attention to logistics market trends and e-commerce industry development trends. In addition, logistics enterprise managers should also actively learn from and draw on the green management model of other industries, and organically integrate it with the actual development of their own industries and market demand. In this way, a green logistics management model with the development characteristics of logistics enterprises and catering to market demand can be formed. Secondly, the managers of logistics enterprises should also strengthen the publicity of green logistics management concept for internal employees, let the staff in the logistics enterprise deeply understand the

significance and value of green logistics management, and bring this concept into practical work. This can not only standardize the work behavior and attitude of employees, but also effectively improve the efficiency of logistics management.

### **3.2 Establish and Improve the Green Logistics Management System**

Establishing and improving the green logistics management system is also an important measure to effectively promote the development of the logistics industry in the direction of modern green logistics, and also an important guarantee to improve the efficiency and quality of logistics management. A scientific and reasonable green logistics management system can effectively regulate the work behavior and attitude of employees, and also improve the market competitiveness and influence of logistics enterprises<sup>[6]</sup>. First of all, logistics enterprises should establish a responsibility accountability management system. The so-called responsibility accountability management system mainly refers to the division of specific work content by logistics enterprises in combination with the working ability of current employees. In this way, we can not only truly realize “professional expertise”, stimulate employees’ enthusiasm for work, but also facilitate the first time of logistics problems according to the management system to hold employees accountable. It is of great significance to improve the efficiency and level of green logistics management and promote the sustainable and healthy development of logistics enterprises. Secondly, logistics enterprises should also strengthen internal resource management through management system. The effective management of internal resources affects the economic benefits and development direction of enterprises. Therefore, in the actual process of green logistics management, logistics enterprises should always implement the concept of green environmental protection and improve the effective utilization of internal resources, so as to promote the maximum value and advantages of internal resources and improve the market share of logistics enterprises.

### **3.3 Improve the Regulatory Mechanism**

In order to better develop towards modern green logistics and optimize green logistics management, logistics enterprises should also improve the regulatory mechanism. Only by strengthening the supervision of logistics industry management can we effectively guide logistics enterprises to develop in a green and healthy direction<sup>[7]</sup>. First of all, the local government departments should play the role and function of overall management, and build the corresponding evaluation system and management standards in combination with the green management of the logistics industry. In this way, logistics enterprises can carry out green logistics management according to the management standards issued by the official government. In this process, carrying out logistics management and business activities in strict accordance with management standards can also promote the sustainable and healthy development of logistics enterprises. Secondly, logistics enterprises should also divide management levels according to the government’s logistics management evaluation system. This can not only improve the efficiency and quality of modern logistics green management, but also facilitate the logistics industry to reflect on the actual management work, and then effectively optimize the management system and scheme, and promote the logistics industry to develop towards modernization and green environmental protection.

### **3.4 Build a Professional Green Logistics Management Team**

Logistics management personnel are important participants in green logistics management, and their professional skills and comprehensive qualities affect the level and efficiency of green logistics management to a certain extent. Only by strengthening and improving the working ability of green logistics management personnel can logistics enterprises guarantee the smooth development and progress of modern green logistics management to the maximum extent. At this stage, with the continuous innovation and development of science in China, information technology is widely used in production activities in all walks of life. In this context, the logistics industry has become an established trend towards information technology. Therefore, logistics enterprises should make full use of the advantages and value of information technology to carry out green logistics management innovation. First of all, logistics enterprises should conduct specific analysis and

comprehensive investigation on the working ability and professional skills of current employees, find out their shortcomings, and organize information technology training activities. Secondly, logistics enterprises should also build a green logistics management information platform to carry out unified and intelligent management of specific logistics information, such as real-time tracking of all kinds of wastes generated in logistics packages, storage, loading and unloading, and unified recycling and disposal of packaging wastes. In this way, the environmental protection of the logistics industry can be improved to the maximum extent, thus promoting the sustainable and healthy development of modern green logistics.

#### **4. Conclusion**

To sum up, it is necessary to strengthen the management of modern green logistics. This is not only an inevitable path to comply with China's ecological and environmental protection trend and green environmental protection, but also an important prerequisite and basis for innovating logistics management methods and improving management efficiency and level. Therefore, the logistics industry should pay more attention to the green logistics management, and improve the environmental protection of the logistics industry by establishing and improving the green logistics management system, improving the regulatory mechanism, building a professional green logistics management team and other measures, so as to promote the development of China's logistics industry towards modern green logistics.

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