

Research on the Management Transformation and Development Path of Local Small and Medium-sized Enterprises under the Background of "Carbon Peak and Carbon Neutrality"

-- Taking Bengbu City, Anhui Province as an Example

Junjie Bian¹, Huiming Xia¹, Yaoyang Yin², Can Xu¹

¹ School of Accountancy, Anhui University of Finance & Economics, Bengbu 233000, China

² School of Finance, Anhui University of Finance & Economics, Bengbu 233000, China

Abstract

Through a case study of small and medium-sized enterprises in Bengbu City, Anhui Province, this article explores the management transformation and development paths of local small and micro enterprises under the background of "carbon peaking and carbon neutrality". Research shows that the green transformation of small and micro enterprises is an inevitable choice to adapt to the development situation, and it is also a necessary measure for the enterprise's own development. The article puts forward the path for corporate green transformation: adjust the industrial structure to support the development of green industries; increase scientific and technological innovation and establish an industry-university-research cooperation mechanism; use green financial tools to reduce corporate cost pressure; learn from Germany's "Industry 4.0" experience and enable digital empowerment Enterprises; strengthen government guidance and coordinate resources from all parties to ensure the construction of enterprise green management systems. Through research, we summarize the common paths for ordinary small and micro enterprises to achieve "dual carbon" management transformation, providing reference for enterprises.

Keywords

Carbon Neutrality; Management Transformation; Smes; Green Transformation.

1. Introduction

"Carbon Peak and Carbon Neutrality" is a major action plan proposed by the party and the country in the past two years for the broad masses of the people and a community with a shared future for mankind. Since its launch, it has attracted widespread attention at home and abroad. Accordingly, the research on "carbon peak and carbon neutrality" by scholars from all walks of life is also undergoing a transformation from spontaneous to conscious. In the preparation stage of this team, we will establish a relationship between "carbon peak carbon neutrality" and small and medium-sized enterprises and conduct in-depth analysis of the investigation and research. This topic selection is a response to the "micro-micro" development status and future of small and medium-sized enterprises. This project combines the national macro-policy and overall goal of "double carbon" with the micro-economic entities and individual entry points of small and medium-sized enterprises. The combination of small and large gives this project great possibility and universal research value.

Through research, writing reports, summarizing commonalities, planning and designing a general path for ordinary small and medium-sized enterprises to achieve "dual carbon" management transformation, providing reference and reference for enterprises' green

transformation, promoting industrial transformation and upgrading, accelerating the transformation of small and medium-sized enterprises in my country, and improving the efficiency of small and medium-sized enterprises in China. The adaptability of enterprises to market development.

2. Organization of the Text

2.1. Reasons for Green Transformation

In the context of the new era, manufacturing companies must not only focus on development, but also on environmental protection. The proposal of green management concepts is an effective promotion of corporate management innovation and is of great significance to my country's realization of dual-carbon goals. Manufacturing companies need to fully realize the importance of green management, and on this basis, actively respond to national policy calls and realize their own green management transformation. At present, our country's enterprises are facing problems such as resource shortage and environmental pollution in the development process. During the production process, my country's manufacturing enterprises use a large amount of resources and energy, and also generate a large amount of waste. These wastes not only have a serious impact on our country's environment, but also restrict the development of the enterprise itself. Therefore, in order to improve the development efficiency of enterprises, it is necessary to achieve sustainable development of enterprises through green management. The implementation of green management by manufacturing enterprises can improve production efficiency, reduce production costs, protect the environment, and thereby promote the improvement of economic benefits of manufacturing enterprises. Manufacturing companies can reduce pollution, improve resource utilization and protect the ecological environment by using green management models in the production process. Therefore, the implementation of green management by manufacturing enterprises is an inevitable requirement to adapt to the development of the times. With the development of my country's economy, consumers' awareness of environmental protection has gradually increased, and they have put forward higher requirements for product quality and service levels, and the demand for environmentally friendly products is growing day by day. Manufacturing companies should fully grasp market demand, transform traditional product marketing models, and adopt green management methods to reduce product costs and improve market competitiveness while meeting consumer needs.

The green management transformation of manufacturing enterprises is an inevitable choice for enterprises to adapt to the development of the times and meet consumers' environmental protection needs. In this process, it is also an inevitable choice for the enterprise's own development. Only by continuously optimizing green management can manufacturing companies obtain more opportunities in the fierce market competition.

2.2. Enterprise Green Transformation Path

In the process of green transformation and development, the traditional manufacturing industry must further effectively combine the ideas of sustainable development and scientific development. To achieve energy conservation, environmental protection and green development, the current industrial structure must be adjusted and optimized to ensure that more emerging industries and energy conservation and environmental protection industries become the leading industries in regional economic development. This makes my country's knowledge and technology-intensive industries occupy a larger share. At the same time, it also makes my country's industrial structure more scientific and rational. To solve the problem of excess production capacity, improve product quality, increase technological content, create a more complete high-tech industrial cluster, and ensure that the manufacturing industry is more

efficiently integrated with the international market, the government and other relevant departments should provide necessary industrial development funds and policies to relevant enterprises. Support and strengthen policy supervision to enable emerging industries and high-tech industries to receive financial and policy support, thereby alleviating the development pressure on emerging industries. In order to ensure the energy conservation and emission reduction measures of traditional manufacturing enterprises during the transformation process, they must achieve coordination and progress while maintaining economic development, ensure higher returns from green transformation, and adhere to the development path of green economy. In order to support the sustainable development of our society and economy, we should not sacrifice the environment for economic development. In the process of green transformation and development, we should increase scientific and technological innovation, further promote the in-depth integration of science and technology and manufacturing, establish a joint scientific research mechanism between schools and enterprises, strengthen the collaborative construction of industry, academia and research, and ensure that enterprises have "think tanks" with high scientific research quality and excellent professional fields. Team, make up for the shortcomings in scientific research strength and provide basic guarantee for green development and innovation. It is not only necessary to consolidate the dominant position of enterprises in technological innovation, but also to accelerate the key research on key common technologies. Improve the working mechanism for full-chain transfer and transformation, cultivate and expand green technology innovation testing, evaluation, certification, and trading intermediaries, link online and offline, and create a mature market-oriented comprehensive service platform for green technology transactions.

3. Literature References

The emergence of global pollution is inseparable from the process of human industrialization. As the contradiction between environmental protection and development in various countries becomes increasingly acute, the green transformation of enterprises has gradually become a global trend. In the external environment, Porter hypothesized that appropriate environmental regulations can stimulate technological innovation of enterprises and gain competitive advantages. By extension to the internal environment of enterprises, through the optimization of green governance paths, the author believes that it is an effective means to enhance the competitiveness of enterprises. Relevant research has also confirmed this. Porter's hypothesis pointed out the possibility of a "win-win" between environmental protection and competitiveness. Later researchers gradually expanded the scope of application of Porter's hypothesis to the corporate governance level, and there is a lot of supporting evidence. (Berman & Bui, 2001). Green governance will give rise to three innovation-driven forces, which can enhance corporate value from the following three aspects: (1) Cost savings. This is achieved through waste reuse. (2) Performance improvement. This is the performance-enhancement advantage created by improving technological innovation to achieve energy conservation and emission reduction. (3) Improvement of psychological value. Consumers pay attention to both the "use value" of products and their "environmental protection value", that is, products that meet environmental protection requirements will be more popular and reflect a "spiritual value" or "psychological value", especially in the case of green food. More obvious. Although the existing literature has covered a wide range of corporate green governance, they are all based on the whole. There is no literature focusing on the main industry of manufacturing, and there is a lack of detailed literature research.

4. Conclusion

Germany's "Industry 4.0" promotes the integration of information technology and manufacturing. Enterprise products apply embedded software to make products have digital perception and other capabilities and become more intelligent; digitally empowered production workshops enable the application of new production models such as digital workshops, production, Transportation has become standard and efficient, greatly improving the energy utilization efficiency of high-energy-consuming enterprises; through embedded hardware and software, data on product operation can be collected to perform advance maintenance and enhance the service value of the product. Therefore, in the context of "double carbon", the transformation and upgrading of the manufacturing industry can learn from Germany's "Industry 4.0" development experience, and use the digital advantages of big data, artificial intelligence and other technologies to digitally empower enterprises, improve production efficiency, and increase product quality. Service value. At present, in the process of promoting green management, manufacturing companies generally invest more factor resources into low-carbon technology research and development and the introduction of technical talents, and there is insufficient resource support when building a green management system. In this regard, relevant government departments should promptly guide enterprises to rationally use green financial tools and coordinate the overall implementation of the green management system. First, continue to promote the development of green credit and green bonds in the manufacturing field, help manufacturing companies alleviate cost pressures by promoting special financing tools for green management systems, and effectively promote the implementation of their green management systems. The second is to promote the systematic development of carbon financial products, accurately formulate carbon financial products for manufacturing companies, and help improve the efficiency of green management. In this process, government departments can allow manufacturing companies' green management systems to access the carbon trading information disclosure system, adjust carbon trading plans based on real-time carbon trading information, and help accelerate the implementation of the system.

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