

# Study on Green Logistics Management in the Context of Sustained Development

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With the increasingly deepened sustainable development concept in China, the logistics industry is undergoing transformation toward green logistic, requiring relevant logistics companies to fully strengthen green logistics management to accelerate the sustainable development of the logistics industry. This paper is focused on the analysis of green logistics management in the context of sustainable development. The meaning of green logistics management is firstly introduced, and then the importance of green logistics management is discussed. According to the current status of green logistics management, this paper proposes relevant management countermeasures, hoping to provide relevant personnel with certain reference.

*Keywords:* sustainable development, green logistics management, current status, countermeasure

## Introduction

With the high-speed development of social economy, the government has attached greater importance to the development of all walks of life. The logistics industry with certain specificities plays an important role in China's economic development, and has close relations with the development of all walks of life. Therefore, logistics companies need to fully promote sustainable development, effectively strengthen green logistics management work, thus reducing the negative impact on the ecological environment. In addition, it is also necessary to develop scientific and reasonable development strategies to effectively improve the sustainable development level of green logistics management.

## Overview of Green Logistics Management

To carry out green logistics management, we need to reasonably take effective management measures according to China's national conditions and scientifically develop management schemes, thereby reducing the damage caused by traditional logistics activities on the environment, and reduces pollutant emissions and better protect the ecological environment. At the same time, we also need to take effective countermeasures during green logistics management to promote the sustainable development of the logistics industry. Logistics activities are fundamental in the process of human social development with close connection to the development of all walks of life. With the sustainable development of China's economy, there are increasingly frequent logistics activities, followed by some problems, such as low logistics efficiency, resource waste, and pollution problems, and even transport leaks in serious cases. If goods for transportation in logistics activities

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are flammable and explosive products, the safety of residents around the surrounding area will be seriously threatened while seriously affecting the ecological environment. Therefore, relevant logistics companies need to take effective measures to further enhance green logistics management level, take measures for specific logistics activities, so as to enhance the utilization rate of logistics resources, realize the goal of energy-saving and emission reduction among logistics enterprises, facilitate long-term stable development of China's logistics industry (Li, 2020).

### **Importance of Green Logistics Management**

With the sustainable development of the logistics industry, some problems have gradually emerged, such as high logistics costs, low system utilization, waste of logistics resources, impeding the healthy development of logistics enterprises. When carrying out logistics management work, it is necessary to regard logistics system as a whole for macro-regulation of the logistics system, and establish a stable logistics system in combination with all links, thus effectively enhancing the quality of green logistics management. Through the analysis of the development status of the logistics industry, it is found that there exist obvious high logistics costs and low resource utilization problems. Therefore, only by effectively carrying out green logistics management work, closely integrating various links in the logistics systems, resource waste and logistics transportation cost can be reduced, and logistics transport efficiency can be effectively improved. At the same time, green logistics management needs to be green-based, and further promotes the healthy development of the logistics industry while improving the economic benefits of the logistics enterprises under the precondition of guaranteeing ecological benefits, reducing environmental pollution, so as to effectively enhance the economic, social and ecological benefits of enterprises. From the perspective of logistics enterprises, by offering quality services, related enterprises can reduce business costs. In this way, the development of the logistics industry can comply with the development trend of the times and green logistics management concept can be innovated to promote the green development of China's logistics industry (Zhang, 2019).

### **Current Status of Green Logistics Management**

#### **The Formalism Prevails**

The formalism prevails during the current green logistics management processes, mainly manifested the following aspects: some enterprises over-emphasize surface projects, and fail to effectively implement green concepts in logistics management. For example, although some logistics companies held meetings to publicize the green environmental concept, they never take feasible measures and countermeasures during specific operations, so that the green logistics management cannot be effectively implemented. In enterprise actual operations, the adoption of traditional management methods leads to pollution, waste, and inefficiency. In addition, in the process of development of China's logistics industry, although some logistics companies have publicized green logistics management, they invest great costs, so that some small and medium-sized logistics companies cannot afford high logistics costs, and have to adopt traditional logistics management models. In this case, green logistics management concept cannot be effectively put into practice in business development (Su, 2021).

#### **Enterprises Have Low Consciousness of Responsibility**

Some ecological damage and environmental pollution problems are inevitable in the development of all walks of life, stimulating most industries to transform toward the green development. This is also true for

logistics enterprises, in the actual development process of the logistics industry, some logistics enterprises emphasize too much on economic benefits and pay less attention to enterprise green development. Although it is correct for enterprises to pursue economic benefits, they need to assume corresponding social responsibility during development, thus promoting green and sustainable development of logistics industries. Specifically, some logistics companies attach great importance to their own economic benefits, but neglect their due social responsibility. In order to reduce enterprise cost in the short run, they cut down the cost investment of green logistics management, hindering the effective development of green logistics management work (Wang, 2020).

#### **Team Construction Is Weak**

Talent resources are essential for all walks of life. Despite logistics management and related majors offered by most financial colleges in China, relevant logistics enterprises pay less attention to green logistics management during talent recruitment, resulting in the lack of green logistics management talents within enterprises and insufficient human resources. At the same time, some logistics enterprises fail to effectively combine logistics activities with ecological environmental protection activities during specific operation. Insufficient green logistics management talents within enterprises lead to stagnation of green logistics management.

#### **Government Guidance Is Insufficient**

Market plays an important role in resource allocation during the development of China's market economy, requiring government departments to exert their own administrative power and effectively promote green logistics management in logistics industry through macroscopic readjustment and control. However, some local governments have not fully exerted their own guiding and regulatory role during logistics industry management, so that green logistics management cannot be implemented in logistics enterprises. Meanwhile, due to the disadvantage of market blindness and spontaneity, ineffective guiding effect of government departments will affect the sustainable development of green logistics management among logistics enterprises. In addition, without insufficient guidance and publicity by government departments, many logistics enterprises have not developed a correct understanding of green logistics management concept and not fully implemented the concept.

### **Countermeasures for the Sustainable Development of Green Logistics Management**

#### **Strengthen Guidance and Provide Favorable Policies**

When carrying out green logistics management activities in the logistics industry, relevant government departments need to give full play to their role in macroeconomic regulation. First, relevant government departments need to effectively promote the important meaning of green logistics management and ecological environment protection, so that enterprises and the public can clarify the relationship between green logistics management and corporate economic benefits. Meanwhile, government departments should formulate relevant policies, restrict high-pollution and high-emission logistics enterprises, provide specific policy support for related green logistics management enterprises. Relevant local governments need to fully investigate local demands, and introduce relevant support policies on this basis. For example, they can provide specific fund subsidies or tax benefits for green logistics management enterprises, and strengthen cooperation with local financial systems to alleviate enterprise financing pressure, so that enterprises can effectively carry out green logistics management work. Furthermore, relevant government departments also need to play a demonstration

role during logistics management, intensify the connection between public institutions and logistics enterprises, and give full play to their exemplary role (Gong, 2019).

### **Help Enterprises Establish a Green Logistics System**

Government departments should build complete green logistics system for enterprises to carry out green logistics management, convene local logistics enterprises, and regularly propagandize the importance of green logistics management work, and also urges logistics enterprises to perform their social responsibility, and take into consideration the ecological and social benefits during the actual development. Relevant government departments and enterprises need to find green logistics management system in accordance with local economic development. Enterprises should actively respond to government calls when carrying out green logistics management, achieve the goal of energy conservation and emission reduction, reduce atmospheric pollution and noise pollution caused by logistics activities. They should effectively recover solid waste, take effective management measures to improve the overall operation efficiency of the logistics system, and accelerate the green development of logistics enterprises. Moreover, enterprises can reduce business costs by strengthening green logistics management, thereby enhancing economic benefits.

### **Attract Green Logistics Management Talents**

As talent is a key resource for the development of logistics enterprises, relevant logistics enterprises need to take effective countermeasures to fully cultivate and introduce talents. Specifically, when introducing talents, logistics enterprises should strengthen cooperation with colleges and universities, attract relevant talents of logistics management profession through university-enterprise cooperation, provide specific employment posts for graduates to enhance employment rate and promote enterprise image and reputation. Meanwhile, relevant logistics enterprises also need to strengthen partnership with local environmental protection agencies and organizations, invite professionals for propaganda, summarize activity content and compile into brochure to distribute to employees. In addition to introducing green logistics management talents, enterprises need to retain talents by providing favorable remuneration and promotion mechanisms. For example, logistics enterprises can establish an internal promotion mechanism to provide employees with high remuneration, adopt corresponding incentives to improve talent team construction level. In addition, logistics enterprises also need to perfect responsibility mechanism so that relevant responsibilities can be implemented to individuals.

### **Strengthen Environmental Legislation and Advocate Green Concept**

To further promote the sustainable development of logistics enterprises, it is also necessary to standardize and regulate green logistics by law. Through legislation improvement, members of logistics activities are in a legally binding. Nowadays, environmental legislation for China's relevant logistics activities is manifested in resource reuse, air pollution control, and noise control, and initial achievements have been obtained. Green logistics management concept should be further infiltrated in logistics enterprises and recognized by the public, thus yielding satisfactory effect. Therefore, relevant logistics enterprises need to strengthen the publicity of green concept, effectively propagandize the concept by means of science popularization, media, and literary art, thereby further promoting the healthy development of green logistics (Yin, 2019).

## **Conclusion**

In conclusion, although China's logistics industry is still at an initial stage, green logistics has gradually become an essential requirement in the development of national economic development with the continuous

deepening of sustainable development concept. In the process of market economic development, modern logistics enterprise should reasonably optimize resource allocation, and strengthen green management, thereby effectively promoting the sustainable development of the logistics industry.

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