

Research on the Construction of Sustainable Development Modes for Enterprise Economic Management Under the Concept of Green Innovation

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Abstract: With the increasing severity of global environmental issues, green, low-carbon, and environmental protection have become global hot topics, and the concept of green development has emerged as the times require, pursuing the coordinated unity of economic growth and environmental protection. In this context, enterprises need to establish sustainable development goals, implement the concept of green innovation, incorporate environmental protection into strategic planning, deepen the innovation of operation and management models, and enhance their comprehensive strength. This paper elaborates on the connotation of the green innovation concept, clarifies its importance for the sustainable development of enterprise economic management, and discusses four aspects: formulating green innovation development plans, comprehensively deepening technological innovation, improving the green innovation system, and increasing capital investment, aiming to construct a sustainable development mode for enterprise economic management.

Keywords: Green innovation concept; Enterprise economic management; Sustainable development mode; Construction path

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1. Introduction

In recent years, environmental problems such as ozone layer depletion, global warming, environmental pollution, and biodiversity loss have become increasingly prominent. Sustainable development has become an important issue of global concern, and the concept of green innovation has gradually matured, affecting global economic development. Therefore, Chinese enterprises should take the green innovation concept as the core and sustainable development as the goal, clarify the relationship between environmental protection, efficient energy utilization, and economic benefits, incorporate environmental protection into strategic plans, increase capital investment in new technology research and development and environmental protection management, improve the green development system, further enhance the competitiveness of their products and brand influence, and promote the high-quality

development and green transformation of enterprises.

2. Interpretation of the Core Connotation of the Green Innovation Concept

2.1. Protecting the Ecological Environment

With the accelerating industrialization process, phenomena such as air pollution, water pollution, and soil pollution emerge one after another, causing serious damage to the natural ecological environment. One of the core goals of the green innovation concept is to protect the ecological environment, strengthen environmental monitoring and governance, urge enterprises to reduce pollutant emissions, improve environmental protection equipment, improve the ecological environment, and lay a good foundation for the sustainable development of humanity^[1]. At the same time, the green innovation concept also attaches importance to biodiversity protection, strengthens the protection of endangered wild species, enhances the construction of nature reserves, creates a good habitat for animals and plants to multiply, and gradually improves the ecosystem.

2.2. Efficient Utilization of Energy and Resources

The core connotation of the green innovation concept is the efficient utilization of energy and resources, advocating efficient and circular utilization models, with the goal of achieving the sustainable development of the environment, economy, and society. In this context, enterprises need to promote technological innovation and management innovation, optimize the allocation of various resources, use new processes and materials to improve production efficiency, and further increase the utilization rate of energy and resources, which can not only reduce production and operation costs but also improve economic benefits^[2]. In addition, under the concept of green development, enterprises should also build a circular economy development model, such as recycling industrial wastewater to save water resources; recycling production waste to reduce industrial garbage generation, enabling various resources to be reused multiple times, further improving resource utilization efficiency, and achieving the goal of sustainable development of enterprises.

2.3. Promoting the Healthy and Sustainable Development of the Economy

With the proposal of the “dual carbon” strategy, green innovation has become a new trend in the transformation of China’s market economy, promoting the rapid development of green industries, aiming to accelerate the realization of the beautiful vision of sustainable economic and social development. After the proposal of the green innovation concept, Chinese enterprises have vigorously developed green industries, such as new energy vehicles and solar power generation industries, reducing carbon emissions, better curbing air pollution and ozone layer destruction, making full use of renewable solar energy resources, promoting the rise of emerging green industries, and thus injecting vitality into the development of the socialist market economy with Chinese characteristics^[3].

3. The Importance of the Green Innovation Concept for the Sustainable Development of Enterprise Economic Management

3.1. Helping Improve Enterprise Economic Benefits

Under the guidance of the green innovation concept, enterprises closely integrate environmental protection with production and operation, customer management and other work, further expand market development channels, expand target customer groups, and meet customers’ green and environmental protection consumption concepts.

For example, the green innovation concept has transformed enterprises' development concepts. On the one hand, enterprises can recycle water resources and waste materials to reduce production costs^[4]. Enterprises can also use big data to collect the needs, preferences, and suggestions of target customer groups for environmentally friendly products, and customize environmentally friendly products for customers, thereby expanding customer groups, attracting more loyal customers for the brand, helping to improve enterprise economic benefits and achieve sustainable development goals.

3.2. Helping Enhance Enterprise Comprehensive Strength

The green innovation concept can help enterprises establish a sound green management system, clarify management goals such as environmental protection equipment management, green production, technological research, and innovation capabilities, increase investment in environmental protection monitoring and governance, resource recycling, and green technology introduction, further innovate enterprise economic management models, and help enhance enterprise comprehensive strength^[5]. At the same time, the green innovation concept has innovated enterprises' brand strategic management concepts, making enterprise decision-makers pay more attention to the introduction of scientific research projects and innovative talents, further improving their scientific research capabilities and technological achievement transformation capabilities, gradually increasing brand awareness, and laying a good foundation for the sustainable development of enterprise economic management.

3.3. Helping Reduce Enterprise Operation and Management Costs

Under the traditional management model, enterprises have high costs in raw material procurement, equipment maintenance, and waste disposal, which invisibly increases financial pressure. The green innovation concept can help enterprises solve this problem by optimizing various production links, workflows, and waste disposal links, reducing energy consumption, and thus achieving the goal of cost saving. In addition, under the green innovation concept, enterprises can apply clean production technologies to reduce the generation of industrial waste, thereby reducing waste disposal and environmental governance costs; they can also install solar photovoltaic power generation systems in the factory area to reduce electricity costs, helping to control enterprise operation and management costs^[6].

3.4. Helping Establish a Good Social Image

A good social image is an important part of enterprise brand culture and an important indicator for consumers to measure enterprise comprehensive capabilities. In the new era, consumers not only pay attention to product quality and safety but also value enterprises' social responsibility. Therefore, the green innovation concept helps enterprises establish a good social image, showing consumers a good image of environmental protection and green energy saving, thereby stimulating their desire to consume, making them loyal customers of the enterprise, and further improving brand influence^[7]. At the same time, enterprises should actively recycle various resources, reduce greenhouse gas emissions, use degradable packaging materials, actively fulfill their social responsibility of protecting the ecological environment, establish a good external image, and promote the sustainable development of enterprises.

4. Construction Paths of Sustainable Development Modes for Enterprise Economic

Management Under the Concept of Green Innovation

4.1. Transform Economic Management Concepts and Formulate Green Innovation Plans

Enterprise management should keep pace with the times, transform economic management concepts, incorporate environmental protection into enterprise strategic planning, promote the gradual transformation of economic management models towards circular and low-carbon directions, optimize production and operation, marketing, resource management, and customer service models, further implement the concepts of green development and sustainable development, and improve enterprise economic benefits. First, based on strategic planning and industrial characteristics, enterprise management should formulate long-term green innovation plans, clarify green innovation goals, implementation paths, technological innovation, and scientific research achievement transformation paths, allowing the green innovation concept to run through enterprise production and operation, customer management, technological achievement transformation and other links, and achieve the development goals of saving production costs, green production, resource recycling, and ecological environment protection^[8]. For example, enterprises should introduce green production technologies and sewage treatment equipment according to the characteristics of production lines, reduce the generation of waste during production, treat industrial wastewater to meet national discharge standards, avoid pollution to water resources and soil, and practice the concept of green development. Second, enterprises should strive to create a good green innovation atmosphere, enhance employees' awareness of green production, environmental protection, and social responsibility, encourage them to actively participate in green innovation projects and strictly implement green production standards, further improving the level of enterprise production materials and environmental protection governance^[9]. For example, enterprises can release short videos promoting green innovation through WeChat official accounts, WeChat groups, and Weibo accounts, explain them in combination with specific products and production links, take the production workshop as the background of the short videos, explain the green innovation concept in a simple and understandable way, and actively interact with employees online to deepen their understanding of the green innovation concept, thereby encouraging employees to actively participate in the research and development of green products and clean technologies and implement the enterprise's sustainable development goals.

4.2. Improve Internal Management Mechanisms and Perfect the Green Innovation System

Enterprises should actively establish a sound green innovation mechanism, clarify departmental responsibilities, introduce professional talents, ensure the smooth progress of green innovation projects, thereby improving the sustainable development model and further enhancing enterprise comprehensive strength. Enterprises should set up green innovation institutions, introduce professional talents with relevant backgrounds in green environmental protection and scientific research management, clarify management responsibilities, performance appraisal, and reward standards for technological achievement transformation, further promote cross-departmental cooperation, integrate green innovation resources, and ensure the solid progress of green projects^[10]. To stimulate employees' enthusiasm for participating in green innovation projects, enterprises can formulate green innovation reward standards according to production lines and job requirements, and give certain material and spiritual rewards to teams and individuals who have performed outstandingly in the research and development and implementation of green innovation projects, green technological research, green supply chains, and green marketing, so as to stimulate employees' enthusiasm for participating in green innovation projects and improve enterprises' scientific research and innovation capabilities^[11]. In addition, the government should increase support for green innovation projects, encourage local enterprises to introduce green industries, and provide policy support such

as tax incentives, government subsidies, and green finance for relevant enterprises; establish an environmental supervision system, conduct environmental monitoring and evaluation of local key enterprises, regularly evaluate the achievements of green innovation projects, help enterprises solve technical and financial problems encountered in the project implementation process, and promote the development of regional green industries.

4.3. Attach Importance to Scientific Research Talent Training and Improve Enterprises' Independent Innovation Capabilities

A professional scientific research team is an important foundation for enterprises to implement the green innovation concept and achieve sustainable development transformation goals. Therefore, enterprises should attach importance to scientific research talent training, build a scientific research team with solid professional knowledge, outstanding scientific research capabilities and innovation capabilities, accelerate the research and development of green energy-saving technologies, new processes, and new materials, and further improve their scientific research capabilities. First, enterprises should strengthen cooperation with universities and scientific research institutes, build an integrated industry-university-research cooperation platform, introduce outstanding graduates from universities and researchers from scientific research institutes, jointly develop new projects, accelerate the transformation of scientific and technological achievements, and thus improve enterprise production efficiency and product competitiveness. For example, enterprises, universities, and scientific research institutes can jointly develop green innovation projects such as new energy vehicles and solar photovoltaic power generation, transport more scientific research and innovation talents for enterprises, help enterprises solve problems encountered in the implementation of green innovation projects, and promote the long-term development of enterprises^[12]. Second, enterprises should encourage internal employees to innovate independently, set up green innovation project funds for different positions, support employees to actively research and develop new technologies and materials, help employees apply for invention patents, apply employees' patents to enterprise production practice, transform scientific research achievements into productive forces, thereby improving enterprise production efficiency and product quality, further promoting the sustainable development of green innovation projects, and helping enterprises improve economic benefits and market competitiveness. For example, enterprises should set up green innovation project funds every year, encourage employees to innovate internal equipment, production processes, and materials, assist them in applying for scientific research projects and invention patents, and provide financial support to further improve employees' scientific research capabilities and lay a solid talent foundation for the sustainable development of enterprises^[13].

4.4. Broaden Project Financing Channels and Solidly Promote Green Innovation Projects

Enterprises should broaden the financing channels for green innovation projects, deepen cooperation with financial institutions, strive for support such as green finance and green bonds, alleviate financial pressure, lay a good foundation for the development of green innovation projects, accelerate the research and development progress of green projects, and transform project achievements into productive forces as soon as possible, thereby promoting the sustainable development of enterprise green industries^[14]. For example, enterprises can actively apply for special support funds for green innovation projects to support the smooth development of green innovation project research and development; attract external funds through equity financing and venture capital, and solve financial problems through diversified financing channels to ensure the smooth implementation of green innovation projects. In addition, enterprises should dynamically adjust the capital structure of green innovation projects,

make good capital planning, clarify the project procurement, implementation, management and acceptance cycles, capital allocation, and talent allocation, avoid resource surplus, realize the optimal allocation of green innovation project resources, further improve the quality of enterprise green innovation projects, create more economic benefits and establish a better brand image for enterprises, and accelerate the realization of enterprise sustainable development goals ^[15]. In short, enterprises should strengthen the capital management of green innovation projects, broaden external financing channels, strengthen internal capital management, ensure that funds are used effectively, ensure the smooth implementation of projects, accelerate their transformation into productive forces, and comprehensively improve enterprise economic benefits and social image.

5. Conclusion

In summary, the green innovation concept points out a new direction for the sustainable development of enterprises. It helps transform enterprises' economic management concepts, urge them to connect environmental protection with production and operation, scientific research projects, customer service and other management work, coordinate the relationship between environmental protection and economic benefits, and is conducive to achieving the goal of high-quality development of enterprises. In the future, enterprises should try to use new technologies such as artificial intelligence, big data, and the Internet of Things to promote green innovation projects, accelerate the development of emerging industries, promote the sustainable development of regional economies, and make Chinese enterprises go global.

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