



Sustainable Enterprise Management Summary

Zhang bingying

Jose Rizal University, Philippines

Received: 26/08/2021

Accepted: 20/09/2021

Published: 28/11/2021

Representative e-mail: -

ABSTRACT

For a long time, enterprise development difficulties, financing and other problems have always been obstacles to the development of enterprises, which has been troubling enterprises since the establishment and start of the enterprise. Enterprises play an important role in ensuring China's moderate economic growth, alleviating employment pressure, facilitating people's lives, promoting technological innovation, promoting national economic development and maintaining social stability. Therefore, the enterprise sustainable development strategy research has been of profound and great practical significance.

Keywords: *Enterprise Management; Sustainable Development; Enterprise System*

I. INTRODUCTION

Over the past 30 years of reform and opening up, China's market economy system has changed from establishment to continuous improvement, and enterprises have developed rapidly in this process. No matter from the number of enterprises or from the comprehensive strength of enterprises have a leapfrog improvement. Enterprises have occupied a very important position in China's national economy and played an incomparable role. Enterprises play an irreplaceable role in promoting national economic development, alleviating employment pressure, promoting market prosperity and social stability, accelerating technological progress, and exporting foreign exchange exchanges, and are an important driving force for social and economic development. The development of enterprises is not plain sailing. "Comprehensive, coordinated and sustainable development" is the basic requirement for the country's scientific development of the Seventeenth National Congress of the CPC, and also the basic requirement for the scientific development of enterprises. To a certain extent, enterprises affect the economic prosperity and social stability of the region and even the whole country.

II. LITERATURE REVIEW

2.1 The meaning of the sustainable enterprise development

There is no unified understanding of the definition of enterprise sustainability. According to the literature mentioning the sustainable development of enterprises at home and abroad, most of them are closely related to ecological and environmental protection, with the same connotation of sustainable development in ecological economics. The enterprise sustainable development proposed in this paper is logically related to the sustainable development proposed in ecological economics, but the concept and connotation are different. The author believes that the sustainable development of enterprises refers to the enterprise through continuous learning and innovation, to seek and have competitive advantages, to achieve the steady growth of economic benefits, so that the harmonious and sustainable development of the enterprise, the society and the environment. The sustainable development of the enterprise shall include the following connotations:

First, the sustainable development of enterprises requires enterprises to have competitive advantages. Competitive advantage refers to the advantages of the enterprise in the competition, relative to other enterprises in the industry. This advantage is manifested in talent, technology, capital, management, etc.

Second, the sustainable development of enterprises requires harmonious and sustainable development with the society and the environment. Enterprise development cannot be done at the expense of society and the environment. Enterprises must optimize the allocation of resources, improve efficiency, change the traditional production and consumption mode, and establish a coordinated and sustainable development mode of economy with resources, the environment, population and society.

Third, the way to achieve the sustainable development of enterprises is to constantly learn and innovate. The current competitive advantage of the enterprise will be lost with the change of consumer demand, competitive pattern and other factors, so the enterprise cannot be satisfied with the results brought by the development after a self-transcendence. Only through continuous learning and innovation can the competitive advantage be sustained.

III. RESEARCH METHODOLOGY

This research design involves looking at social reality "as it is". It captures the opinions and feelings of the respondents. Its aim is to obtain better understanding of the phenomenon based on the view of the interviewees. "The final written report or presentation includes the voices of participants, the reflexivity of the researcher, a complex description and interpretation of the problem, and its contribution to the literature or a call for change" (Creswell, 2013, p. 45).

IV. RESULT AND DISCUSSION

4.1 Enterprises Shall Further Standardize Their Operation and Management Focus on High Energy Consumption Production and Focus on Low Carbon Production.

In the 21st century, national economies have entered a stage of rapid development. In order to meet people's increasing consumption level, enterprises continue to expand the production scale and seek maximum economic benefits, making the rapid growth of carbon displacement, resulting in the earth on which people live is facing more and more serious threat. Research and reducing carbon emissions have been the core issue of enterprise development and human survival. Enterprises should shoulder the social responsibility, produce healthy, safe and low-carbon products for the society, and protect the ecology at the same time, which is a strategic problem that must be considered for the survival and sustainable development of enterprises. In the stage of high energy consumption production, low resource utilization and serious pollution. However, the economic development to a certain extent, enterprises should actively respond to the call of the state, for long-term development interests, make some attempts of low-carbon development: to develop new energy, new materials, energy conservation and environmental protection, biomedicine, information network and high-end manufacturing industries. Take management as the main means to develop intelligence as the main means. Since the research and development of marketable new products have been related to the fate of the enterprise, the development of intelligence has become the key to the fate of the enterprise. Now, almost all accomplished entrepreneurs, both at home and abroad, recognize that talent is the most important capital. The main body of development and creation is human, and the material factor is the achievement of human factors. Nowadays, the focus of international economic strategy is more on the competition and development of talents. In China, the development and use of talents have been paid attention to, and with the development of the market, the competition for talent will be more intense.

4.2 Improve The Financial Organization System Of Enterprises

First, we will vigorously develop small and medium-sized financial institutions serving enterprises. Supporting private capital to enter the financial sector is the fundamental way out to improve the indirect financing of enterprises, establishing joint-stock commercial banks and developing small and medium-sized financial institutions in the development of joint-stock financial institutions. Relevant laws and regulations shall be formulated so that natural persons and enterprise legal persons can set up small financial institutions by themselves according to law. The basic conditions are: capital amount, number of shareholders, qualified operators, compliant articles of association and governance structure, and so on. Among them, the capital threshold should not be too high, 10 million yuan can be. Similarly, if small financial institutions are not managed and the risks are accumulated to a certain extent, they shall be forced to clean up and withdraw according to law. If there are "unpaid debts" appearing, the chairman (or plus the relevant directors) shall bear unlimited responsibility. This reform is the only way in the reform of the banking system, can first pilot in a good prefecture city, and then gradually expand, establish a clear property rights structure, standardized management structure, management mechanism innovation, flexible incentive mechanism, low transaction cost, information advantages, reasonable small and medium-sized financial institutions with profit distribution.

Secondly, we should innovate the enterprise loan methods. As the capital market develops, large enterprises will increasingly adopt direct financing methods, which puts great pressure on the traditional business of commercial banks. "Enterprise Product Innovation Case Analysis" points out that product innovation to meet the needs of enterprises can start from the following three aspects. Innovative loan guarantee method breaks through the restrictions of traditional guarantee methods, accept the enterprise with its own intangible assets (including brand, trademark, patent), collective land use right, personal credit as guarantee; accept the guarantee provided by a natural person for the enterprise with its property or rights as offset (quality). At the same time, the guarantee and guarantee methods of enterprise loans should be flexible and diversified, and the financing proportion of mortgage loan financing should be lower than the average level of large enterprises. Innovate loan management means. First, provide professional financing solutions to enterprises, including risk control, financing solution, promote sales, management strategies, from capital, capital to sales, risk management, financing plan and other comprehensive financial services. Gradually optimize the credit process of enterprises, simplify the operating procedures, and strive to establish an efficient enterprise loan examination and approval mechanism. Second, innovate the credit management mode. First,

we will innovate credit extension management methods. The low-risk credit business such as discount and deposit pledge loan and special business varieties such as "loan collection" can break the normal credit management limit and increase credit immediately; relax the restriction of item credit; take the score of the credit rating as reference basis, but also fully consider the cash flow rate and mortgage rate of collateral. Second, innovate business processes. According to the decision-making level, management level of grass-roots banks and the financing scale of enterprises in their regions, the financing approval authority shall be delimited at different levels to reduce the loan examination and approval links and improve the service efficiency. Third, strengthen pricing management. First, the loan interest rate should be determined according to the enterprise credit risk level, financing cost, management cost, income objectives and local market interest rate level and other factors, and different interest rates will be implemented for different enterprises. Second, improve the product portfolio plan suitable for the characteristics of enterprises, improve customer value return and reduce risk losses through the product portfolio. Third, we will establish a risk compensation mechanism for enterprise credit risk classification, loss allocation and cancellation of bad accounts.

4.3 Establish And Improve the Enterprise Guarantee System

We will actively explore the establishment of a credit guarantee system based on government financial guidance, professional guarantee institutions as the main body and commercial bank network. The establishment of enterprise credit guarantee system is a common practice of the market economy to support the development of enterprises in the world, and it is an inevitable choice and effective measure to improve the financing environment of enterprises. The development of guarantee business broadens the financing channels of enterprises and reduces the cost of financing.

First, we will adhere to the principles of government support, social participation, market-oriented operation, and corporate management, and continue to encourage the development of all kinds of guarantee institutions through multiple channels and forms. While encouraging and guiding private capital to invest in the construction of guarantee institutions, government departments should attach great importance to the important role of guarantee institutions in supporting the financing of enterprises, establish provincial guarantee institutions that reflect policy-based support, and guide cities where conditions permit to establish guarantee institutions, so as to disperse small and medium-sized guarantee risks.

Second, we will strive to explore the establishment and improvement of the access and exit mechanism, risk compensation and reward mechanism of guarantee institutions. Such as established in the risk early warning system of the project, set up the guarantee committee, establish and improve the guarantee compensation separation system, implement the guarantee business internal audit system, adopt counter-guarantee measures, improve the guarantee system, improve the risk dispersion mechanism, establish and improve the external supervision system of enterprise credit guarantee institutions, establish and improve the enterprise credit system, and improve the enterprise guarantee legal system.

Third, we will continue to strengthen the guidance, service and supervision of guarantee institutions in accordance with the law. Help to coordinate the cooperation relationship between guarantee institutions and financial institutions. Strengthen the experience exchange and business training of guarantee institutions, improve the professional quality of guarantee personnel, and encourage guarantee institutions to grow bigger and stronger.

Fourth, actively create conditions, set up provincial guarantee industry associations, and strive to establish a self-discipline mechanism of self-service, self-supervision, self-development of guarantee institutions.

IV. CONCLUSION

With the development of economy, enterprises are increasingly in the national economy, due to some characteristics of its financing, technological innovation, low management level and lack of talents, etc., we should improve management innovation, system reform and brand strategy to promote the sustainable and healthy development of enterprises.

REFERENCES

Fu Jianfeng, Li XVI, Zhu Hongming financing dilemma, intellectual property pledge loan and SME sustainable development — — Experience from China [J]. Beijing Normal University Journal (Social Science Edition), 2011,04:135-142.

Liu Ling, Wang Wanqiu based on sustainable SME credit guarantee mechanism and countermeasures —— Take Tianjin SMEs financing guarantee as an example [J]. Tianjin University of Business, 2010,01:27-32.

Study on Fuzzy Comprehensive Evaluation of the Sustainable Development Capacity of Huiqin Small and Medium Enterprises [J]. Enterprise Economy, 2010,04:22-24.

Guo Hongqiu Financial Strategic Management on Sustainable Development of Small and Medium Enterprises [J]. Zhangzhou Vocational and Technical College, 2012,03:78-81.

Zhou Yingtang, Li Zhonghua, on the Sustainable Development Strategy of Small and Medium-sized Enterprises [J]. Productivity Research, 2005,10:234-236.

Qin Shaoqing, Wang Xiaoying Thoughts on Financing and Investment in the Sustainable Development of Small and Medium-sized Enterprises [J]. Business Research, 2006,24:49-52.