

Analysis of Enterprise Economic Management Strategy Based on Circular Economy

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Abstract: In the context of today's circular economy, how companies can obtain huge economic benefits in a modern society with rapid economic development and fierce competition is a question that has been discussed and pursued by various companies and responsible persons. It is very important to obtain and maintain the advantages in the fierce market competition and improve the management effect of the corporate economy. To this end, this article brings forward a research and analysis of corporate economic management strategies based on a circular economy perspective. This paper uses a combination of literature analysis and other research methods to study the current economic management of enterprises, analyzes the existing problems of current economic management strategies, and proposes some strategic suggestions. The research in this paper finds that there are still many problems in the current economic management of enterprises, and the causes of the problems are also various. In the final analysis, the concept has not kept up with the development of the times. This article believes that to do a good job of economic management in the context of a circular economy, we must first establish a correct and scientific concept of ecological innovation, cultivate a development concept that is consistent with the circular economy, and improve the relevant systems of economic management, keep up with the system, and promote economic management. In addition to energy conservation and emission reduction, enterprises must also improve working mechanisms and systems and strengthen learning and innovation.

1. Introduction

As a new type of economic growth, circular economy has been widely concerned around the world. Develop a circular economy, build a resource-saving and environment-friendly society, organically combine economic development and environmental protection, realize a fundamental change in the growth mode, alleviate the contradiction between economic growth and resource shortages, and environmental protection, and promote sustainable economic and social development.

Facing the new wave of China's socialist economic development, especially in the context of circular economy, in order to develop itself, enterprises must be prepared for various upcoming challenges, and fully understand the new environmental situation and new market characteristics today. Face the risks and challenges in development bravely, seize the opportunities, and truly promote the progress and growth of the enterprise, and finally achieve the goals of economic growth and comprehensive strength and social status of the enterprise[1-2]. At the same time, in order to better develop the economy, China has carried out macro-control on various economic systems, and the government has issued many policies to support the development of enterprises. On this basis, Chinese enterprises must not only strive to develop to the top level in China, but also put the challenge target on first-class enterprises abroad, not to be afraid of challenges, but also to realize that there is still a certain level of economic management and international standards in China's enterprises. The gap, especially the relatively backward management concept, has dragged down the strength of the enterprise and prevented the comprehensive strength of the enterprise from being fully exerted [3-4]. Therefore, it is of great significance to research and analyze the economic management strategies of enterprises from the perspective of circular economy.

This article first elaborates the concept of circular economy, understands the circular economy from various aspects, and points out the factors that restrict the economic management of

enterprises. Through a combination of various methods such as literature analysis, the existing problems of economic management of enterprises The reasons are analyzed, and some related strategies are proposed from the perspective of circular economy.

2. Proposed Method

2.1 Circular Economy

(1) Circular economy concept

The circular economy is essentially a research category in the field of ecological economy, and closed-loop material flow is the most significant application feature of the circular economy. It comprehensively applies the laws of ecology to ensure that the ecological environment capacity and natural resources can achieve the most efficient applications. Through the reasonable application of resource regeneration, it can realize long-term application and continuous application. The role of circular economy related measures and methods can significantly eliminate or eliminate the waste problems generated during the development of various production activities. With this method, the ecological environment is controlled by the adverse effects of economic activities. Among the minimum. During the development of the recycling economy, reduction measures require that economic activities be carried out with less input of energy and resources to obtain higher production targets and consumption levels. This is essentially the consumption of economic activity resources and pollution. The source control of the problem; reuse requires that various resources in the process of economic activity development can be repeatedly and continuously applied in the initial state; and recycling requires that the process of economic activity development is completed and the product can be processed accordingly. Once again become available resources, once again participate in economic activities [5-6].

(2) The essence of circular economy

Regardless of the traditional or modern institutional economic model, only work, land, capital, and technology are considered as endogenous factors that lead to economic development and are included in the scope of economic analysis. The contribution to environmental protection or the environment as an external variable should not be considered. The circular economy includes the environment as a valuable resource in economic analysis, and adopts new methods to measure environment to economic development. Although the current technological level is still difficult to accurately measure the contribution of the environment to economic development, the ecological environment as an intrinsic variable shows that economic development is an inevitable direction of economic development theory: the environment has become an important intrinsic variable of economic development. Economic substance of circular economy[7-8].

(3) Implementation subject of circular economy

To develop a circular economy, we must give full play to the role of the government, enterprises, and the public, and combine government regulation, business operations, and public participation to form a joint force to jointly promote the development of the circular economy[9].

1) The government is the key to promoting the development of circular economy

In the process of turning the traditional economy into a circular economy, enterprises and other micro-economic entities are generally driven by economic interests to pay attention to economic benefits and ignore social and environmental benefits. Therefore, the government plays a role in promoting the development of circular economy. First, the development of a circular economy requires government planning and coordination; second, the government must guide and support enterprises in developing a circular economy through policies, and gradually form a policy system for developing a circular economy; third, the government must educate, publicize, and guide citizens. Make everyone fully realize the necessity and importance of developing circular economy.

2) The enterprise is the main body of the development of circular economy

The enterprise is the main body engaged in production, distribution or service activities, the supplier of most products and the direct producer of most pollutants. Only by introducing enterprises to operate under the circular economy model can the circular economy develop and

grow. In the traditional extensive economic model, companies often only consider economic benefits; under the circular economy model, enterprises must not only bear economic responsibilities, but also social and environmental responsibilities. They must abide by national laws and regulations, raise awareness of social responsibility, and take the initiative to adjust. And optimize the industry and product structure, reduce environmental pollution, reduce resource consumption, and promote the construction of recycling enterprises.

3) National participation is the foundation of the development of circular economy

The active participation of the entire people is the basis for the development of a circular economy and an inexhaustible motive force for the development of a circular economy. There are two main ways for the public to participate in the development of the circular economy: one is direct participation, the public monitors the behavior of the government and enterprises in the development of the circular economy, and makes criticisms; etc.; the other is indirect participation, the public chooses a scientific and reasonable way of life and consumption. Promote green consumption.

2.2 Factors Restricting Enterprise Economic Management

(1) Lack of innovative management concepts

China's enterprises have now entered the market economy system, and the management methods of enterprises have been gradually developing to modern management models[10]. To some extent, the development of management models has also promoted the innovation of enterprise management systems. However, in the actual production and operation process, many problems in the extensive economic management model of modern enterprises have begun to emerge. In the daily management of the enterprise, the relevant management personnel work in accordance with the content of the textbook. They do not start from the actual situation of the enterprise and do not innovate their own economic management concepts. They simply rely on expanding the investment scale or improving the company's The production line productivity and the reduction of raw materials to improve the economic benefits of enterprises, the management level and management functions of the enterprise have not been improved, and the role of its own management means has not been fully exerted. Such a management method often causes waste of resources of the enterprise, and with the development of the scale of the enterprise, the error rate of management will become higher and higher [11-12].

(2) Management organization lags

At this stage, the market economy continues to promote China's economic development, but the organization and management methods and mechanisms of enterprises still cannot keep up with the requirements of the times, and the operating mode and existence of management organizations still lag behind.

1) Enterprise management organization structure is single

Chinese enterprises have adopted a single linear form of enterprise management for many years. Long-term application of such management forms often results in rigid business management functions and lacks emergency adaptability. When innovation problems occur in enterprises, these defects will directly become enterprise development. Obstacles. In the history of our country, the planned economy has occupied a dominant position in the market for a long time, which has also made it difficult for current managers to make management and decision-making on the future development of enterprises based on their actual development status. Policy-oriented management and decision-making.

2) Lack of enterprise management mechanism

Modern enterprises often manage according to a certain set of management regulations, but these management regulations may not be suitable for the specific development of the enterprise. Most enterprises lack a set of management mechanisms suitable for their own actual conditions, which has led to the lack of operational basis for the actual management work of the enterprises. The managers of the enterprises have been pursuing economic growth, and when there is a problem, there is no set of legal, Targeted files can solve the problem. These conditions will cause the market

competitiveness of enterprises to decline and hinder their development.

(3) The capacity of resource management organizations is relatively weak

Employees are the true masters of an enterprise, and the management and reserve of internal personnel in a company will largely determine its future development capabilities. If the internal management and personnel mobility capabilities are weakened or incompetent, it will cause a serious waste of talents, employees' work enthusiasm and creativity will be suppressed and consumed, and they will not function properly; sometimes it will also cause "Policy", resulting in waste of corporate resources.

3. Experiments

3.1 Research Method

(1) Literature and theoretical research

Through literature reading, the research materials at home and abroad are sorted out, and various arguments and characteristics are analyzed to provide theoretical basis and basis for the study of this article. According to the concept, category and characteristics of circular economy, comparative analysis of domestic and foreign research status and development trends, collation of data on corporate economic management, and the formation of its own theoretical system.

(2) Content analysis method: on the basis of obtaining a large amount of literature, analyze their contents in detail, and classify their contents to a certain degree according to different standards, so as to grasp the essence of the literature more intuitively, for the future Laid a good foundation for comparative analysis.

(3) Comprehensive induction method: Based on content analysis and comparative analysis, a new perspective is used to examine and summarize the theories on circular economy and corporate economic management related to the subject of this thesis, so that the reasoning and conclusions of the article can be established in a comprehensive manner. On an accurate basis.

4. Discussion

4.1 Analysis of Current Situation of Enterprise Economic Management from the Perspective of Circular Economy

This paper analyzes the problems existing in the economic management of enterprises from the perspective of circular economy, and the results are shown in Table 1.

Table 1. Analysis of the current situation of enterprise economic management based on the perspective of circular economy

Existing problems	Cause analysis
Weak ideology of enterprise managers	In the part of economic management, only the title has no real power, and there is no corresponding system
There is no perfect management system	Unclear division of responsibilities and staff's loss of confidence in economic management
Management organization can not keep up with the development of the times	Backward in thought
Inadequate training of enterprise employees	High mobility

As can be seen from Table 1, under the background of the economic cycle, there are still various problems in the corporate economy. The analysis is as follows:

The first is that corporate managers have a weak ideological awareness, have not formed the idea

of advancing with the times, have not really understood the benefits that economic management can bring to enterprises, and do not have a comprehensive management system, and the economic management of enterprises cannot be substantially realized. Moreover, the management organization cannot keep up with the development of the times, and the training of enterprise employees is not in place. Enterprises cannot provide targeted professional training to employees, and employees cannot improve production technology, which hinders the further development of enterprise production.

4.2 Research and Analysis of Enterprise Economic Management Strategy from the Perspective of Circular Economy

In the context of circular economy, corporate economic management needs to be innovative and keep up with the development of the times. On the premise of collating and analyzing the information obtained, research and analysis of corporate economic management strategies based on the perspective of circular economy are shown in Figure 1.

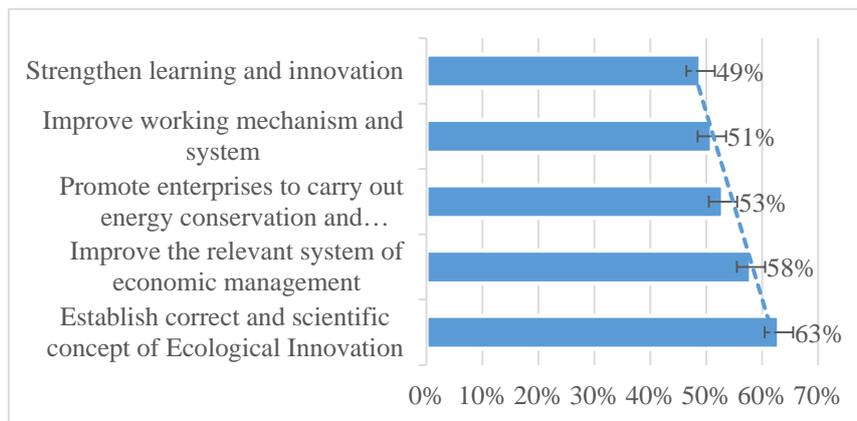


Figure 1. Research and analysis of enterprise economic management strategy based on the perspective of circular economy

As can be seen from Figure 1, in the context of circular economy, the economic management of enterprises needs to achieve the following aspects: First, we must establish a correct and scientific concept of ecological innovation, cultivate the concept of development consistent with circular economy, and improve the relevant systems of economic management. Keeping up with, to promote energy conservation and emission reduction through economic management, in addition, we must improve working mechanisms and systems, strengthen learning and innovation, so that in the context of a circular economy, the economic management of enterprises can be better.

Conclusions

Corporate economic management, as a key part of the management and operation of modern enterprises, has a positive significance and a key role in the stability and sustainable development of enterprises. Especially in the circular economy, the economic management of the enterprise must also reflect the advancement with the times. Through scientific management innovation mechanism, it can improve the management level of the enterprise and realize the coordinated development of enterprise production and ecological environment protection. From the perspective of circular economy, this paper analyzes the problems existing in the status quo of enterprise economic management and puts forward some suggestions. The research results of this paper have certain reference value for enterprise economic management.

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