Chapter 11
Research on Problems and Countermeasures of Green Logistics Development in China

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ABSTRACT

China’s logistics industry is in an important strategic opportunity period of transition from extensive traditional logistics to green logistics. In this context, from the perspective of green supply chain analysis of China’s green logistics development problems, the government should put forward corresponding solutions. The research shows that the government should build a green logistics evaluation system, speed up the improvement of green logistics-related policies and regulations, and strengthen the construction of green logistics-related infrastructure. The conclusion can provide some strategic inspiration for the government to promote the development of green logistics.

INTRODUCTION

Logistics industry plays an irreplaceable important role in the national economy and is the bridge to realize commodity circulation. China has the largest logistics market in the world, with the total volume of logistics transactions reaching 283.1 trillion yuan in 2018. But at the same time, the traditional logistics industry is also a typical energy consumption and environmental pollution industry. We should
accelerate the pace of transformation and upgrading, and promote the transformation of traditional logistics industry to sustainable development of green logistics industry. At present, the general factors affecting the development of green logistics are enterprises, governments, society and customers. However, the existing research on the development of green logistics mostly focuses on enterprises to explore the development strategy of green logistics from the perspective of enterprises. Frosch, (1994) elaborated the relationship between circular economy and green logistics, drew lessons from the concept of foreign circular economy development, and put forward concrete suggestions for the green logistics practice of Chinese enterprises. Geffen and Rothenberg, (2000) put forward the decisive factors affecting the development of enterprise green logistics through combing the relevant literature, and regarded it as the key factor of enterprise sustainable development. Gent and Cote, (2002) analyzed the problems existing in the development of green logistics in China’s logistics enterprises, and put forward improvement strategies from three aspects: strategy, information construction and mode. Geyer and Jackson, (2004) studied how manufacturing enterprises should design supply chain structure from the environmental point of view, identify the cooperative relationship between manufacturers and suppliers, and construct supplier evaluation and selection index system to make the two collaborative management and ultimately achieve green sustainable development under the environment of green supply chain management. Exhibition. By reviewing the literature on the relationship between global supply chain management, environmental cooperation and sustainable performance, Green, (1996) clarified the relationship between these three variables in the context of Malaysian manufacturing enterprises and proposed a reasonable conceptual model to promote the environment between manufacturing enterprises and suppliers. Cooperation. Gupta, (1995) put forward the research framework of green cooperation through collating 40 opinions of special journals, and solved the problem of how logistics enterprises cooperate to achieve green environmental protection. Hall, (2001) constructed an internal control framework of corporate social responsibility based on green supply chain management on the basis of combing relevant literature and analyzing the current situation of development, which provided a new perspective and method for theoretical innovation and practical application of corporate internal control. Hamel and Prahalad, (1989) and Handfield et al. (2002) took Baosteel as an example to analyze and evaluate the level of collaborative management of enterprise green supply chain and the synergistic effect of internal and external green performance development. Hanna and Newman, (1996) reviewed the research of reverse logistics system in green supply chain management, analyzed two strategies for domestic enterprises to participate in the construction of recycling system, namely, the problems and challenges faced by high-value recycling and low-value recycling, and accordingly put forward suggestions for the current development of EPR system in
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