

Study on Long Term Mechanism of Regional Enterprises' Energy-Saving Obstacle Excluding

HE Ronglan^{[a],*}

^[a]School of Management, Northwest University for Nationalities, Lanzhou, China.

*Corresponding author.

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Abstract

Energy-saving behavior of enterprises is affected by government rules, market opportunities and internal properties, and the government regulations and market opportunities are as external factors influence. The external factors of interest adjustment is most sensitive, and the function of interest of the government regulation in our country to guide the benefit is weak, the market mechanism function is limited, and these factors form the deep obstacles of the energy saving behavior of enterprise. The establishment of long-term mechanism needs to get rid of the deep obstacles, optimize rule system, transform the government functions, improve the management level.

Key words: Enterprise; Energy saving; Interest guiding mechanism

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INTRODUCTION

Enterprises as the main body of energy production and consumption, the implementation effect of energy-saving behavior has become the key factor in the realization of national energy-saving emission reduction targets. At present domestic scholars rarely enterprise and its

behavior as the sole object of study, research on enterprises to implement energy-saving behavior motivation and obstacles caused by lack of energy, which is one of the most important subject of concern is not high, rarely consider the capacity of enterprises and intention and implementation of energy-saving policies in the formulation and, leading to energy saving target is difficult to achieve. Energy-saving emission reduction is to save energy, reduce energy consumption, reduce emissions of pollutants. There is close relation, energy saving and emission reduction of reciprocal causation, if the increase of energy resource utilization efficiency, reduce pollutant emission is inevitable; conversely, if the waste is recycled, it will reduce the energy resource exploitation. However, practice has proved, the attitude of enterprises for energy-saving and emission reduction is not the same, there are differences of behavior choice. In energy saving behavior of the enterprise as the foothold, analysis of energy saving motives and obstacles of enterprises, research on the enterprises to establish a long-term energy-saving mechanism is advantageous and reasonable, and provide some suggestions for the realization of regional energy saving target.

1. INFLUENCE FACTORS OF ENTERPRISES 'ENERGY SAVING BEHAVIOR

Some scholars have studied the corporate environmental behavior under the constraint of resource and environment. Corporate environmental behavior is the general term for the enterprise to face from the government, the public, market and other aspects of the environment pressure macro strategy and the change of the system as well as the production process adjustment measures and means (Chen, Soyoz, & Zuo, 2003). Energy saving emission reduction behavior of enterprise is one of the specific forms of corporate environmental behavior, environmental behavior

take refers to enterprises in the energy-saving emission reduction constraints. The definition of enterprise environmental behavior, on the basis of the current situation of China's environmental policy, enterprise energy-saving emission reduction behavior is refers to the enterprise in the country to implement energy-saving binding emission reduction targets under the background of the selection, in the joint action of internal and external pressure on the behavior, including not to take energy-saving emission reduction, energy saving behavior, take to take emission reduction behavior, four take the form of energy saving and emission reduction behavior (Zhou, Ma, & Shi, 2012).

1.1 A Prerequisite for Enterprise to Choose Energy-Saving Behavior

Given the choice of energy-saving emission reduction behavior or, different requirements for business investment demand and marginal cost, the enterprise will choose to act according to their own situation. From the specific implementation measures of view, there are some differences between enterprises of energy-saving and emission reduction behavior, the main measures of energy saving behavior of enterprise is: change the structure of energy supply and efficiency, improve production technology, improve the management level, the common characteristic is the demand for investment is less, the normal production of the less affected; and main measures for emission reduction behavior of enterprise is: increase environmental protection measures, improving energy efficiency or structure, improve the management level, the main measure is to carry out environmental protection facilities investment, is to carry out anti ranked as it does not affect the production and ensure the production of. Normally the enterprise according to their own situation, chooses the marginal cost of energy saving and emission reduction measures.

Compared with the energy saving behavior, China's "eleven five" period, the enthusiasm of enterprises to carry out emission reduction behavior of the larger, better performance, emission reduction targets a year ahead of schedule to achieve energy efficiency goals, and through the "blackouts", only the basic implementation. In the analysis of the reasons, based on the following two points: one is generally believed that the execution supervision departments. Energy saving behavior of enterprise management and supervision department is the development and reform department; and the reduction behavior of management and supervision department is the Department of environmental protection, the competence of the two departments, leading enterprises are more willing to respond to the management behavior directly influence the interests of the enterprise, as long as the completion of the emission reduction target can reduce the sewage charges and fines. Two are the revenue generated by different. Enterprises to carry out emission

reduction actions can be more convenient, reduce costs and quickly achieved good revenue, the recognition of the society. Therefore, energy-saving behavior of enterprises tends to have more than the reduction behavior disorder, the premise to choose energy-saving behavior at least need is: pay reduction behavior than less cost and benefits significantly greater.

1.2 Factors Affecting Energy Saving Behavior of the Enterprise

At present, the domestic scholars have studied more fully the influence factors on the energy-saving emission reduction behavior of enterprises in our country, from macroscopic to microcosmic, from the government level to the level of the market, from theory to empirical research, did not distinguish between the energy saving and emission reduction behavior. Although the theoretical and empirical analysis of the scholars based on different methods to establish a framework of influencing factors of relatively complete, but can still be summed up factors influence the. The main factors affecting the enterprise energy-saving emission reduction behavior is the internal factors and external factors, external factors mainly are the rules and market factors, the factors including the rules of listed companies supervision, punishment, pollution and governance cost expenditure, incentives and subsidies; market factors including the city of final products, sales of assets and sales rate, pressure level, competitors pollution etc.. Internal factors mainly refers to the enterprise property, including the expenses, assets, public service strike the attention degree (Qin, 2006) foreign scholars have influence on the enterprise energy-saving emission reduction behavior the factor to carry on the comparison of complete summary, Bansal and Roth thought is mainly affected by three factors: government regulation, market opportunities and social responsibility. The government's environmental regulation and market opportunities are the external factors, corporate social responsibility is the internal factors (Bansal & Roth, 2000). By comparison of domestic scholars and foreign scholars, to analyze the influence factors of the basic conclusion is consistent, government regulations and market opportunities is the most important factor at the present stage, the impact of internal factors on energy-saving emission reduction behavior is relatively small. As shown in Figure 1 factors affecting energy saving behavior of the enterprise:

To sum up, rules, market and other external factors and internal factors are the main factors that influence the saving behavior of enterprises, but according to the present stage our country government regulation and the characteristics of the development of market economy and the level of the operation of enterprises, the author thinks, the impact of these factors can turn a ranking: Government rules are the most important factors, the second is the market opportunity factors, the internal factors.

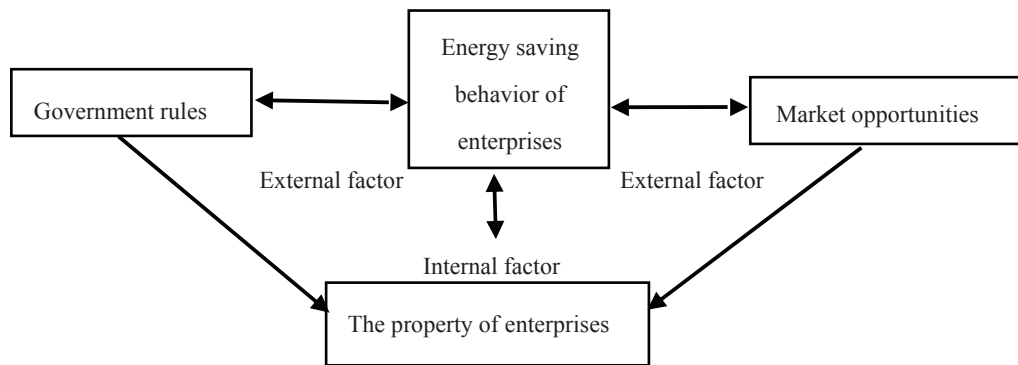


Figure 1
The Framework of Factors Affecting Energy Saving Behavior of Enterprises and Their Interaction

2. CAUSES OF ENERGY BARRIERS TO ENTERPRISE

The enterprise must respond to the factors of government rules and market chance to survive in the competition. If the external factors can effectively promote the energy saving measures of enterprises, will not form the obstacles to enterprise, otherwise it will become a kind of resistance, the biggest obstacle to become energy-saving behavior of enterprises. Government regulations and market opportunities must be able to provide the driving force for enterprise energy-saving, linked with the interests of the enterprise itself, in order to overcome the obstacles of enterprise energy-saving.

2.1 The Weak Benefit Guidance Function of Government Rules

The government regulations and corporate self-interest is linked to play the guidance function, and the close degree of benefit connection is high, the enthusiasm of enterprises to adopt energy-saving behavior of higher. Traditionally, the government take mandatory regulation on environmental management, seldom consider the capacity of enterprises, the modern rule of law requires the government rules should be interactive relationship between the enterprise and market, the weakening rule of mandatory control function, flexible prominent rules regulating and guiding function, weakening the administrative means, pay attention to the economic means. Reflected in the field of environmental management, mostly according to economic theory, construct the new system of rules. From the beginning of twentieth century 70 years, USA, Japan and other countries to take the lead in energy saving as the strategic focus of energy development, the theory research of environmental rules. At the end of twentieth Century, the company signed with the government and voluntary commitment to energy-saving emission reduction agreements with this new mode of rule gradually formed, developed, and achieved good results. Energy saving emission reduction agreement system is a new form of the rule, enterprises not only with the government standing in

the equal dialogue, but also can deal with the government for a supply of sth., talks of energy-saving measures and target specific, when the agreement is reached, the government can accord to the agreement clearly supervision on the behavior of enterprises, enterprises also have a more positive implementation intention, can improve the execution effect.

From the analysis of the essence of energy-saving emission reduction agreements, the implementation of good reason: through communication and dialogue, the government and enterprises both sides finally reached an agreement of interests, enterprises can according to their own situation to measure the costs and benefits of adopting energy-saving behavior, the government to business line for reasonable expectations and guide. Compared with the traditional mandatory control system, this system makes good use of its interests guiding function, find the balance point between enterprises and government. At present our country government rules because of the lack of such system design and unable to find a balance between the government and enterprises, the practice still according to the traditional mandatory management means to control, behavior rules forced enterprises to save energy while in the short term results are achieved, but in the long run to the enterprise to form positive guidance, lack of effective rules sex, enterprise resentment or even resist attitude to the rules.

2.2 The Restricting to the Interests of the Market Mechanism Regulation Function

Social linkage rule: To mobilize social forces to jointly promote the implementation of energy saving.

From these rules, contents, rules of energy saving in our country has gradually to guide the Competition mechanism is the most basic elements of the market adjust interest relationship, by supply and demand and the price mechanism, can occupy the advantage in the market competition of the enterprise to survive, or be eliminated by the market. Competition mechanism directly determines enterprises can foothold in the market, it through other mechanisms based on adjustment to the enterprise's benefit, re allocation of resources. Influence

of energy saving behavior of the enterprise by the market opportunities, market mechanism is particularly sensitive to the reaction. However, due to China's market economic system is not perfect, the market mechanism to play a limited role, the main performance is: The government intervention of market misconduct, between enterprise's interest does not rely exclusively on the adjustment of market mechanism, competition mechanism to achieve fair allocation of resources. The relationship between market mechanism on the interests of the adjustment by the intervention of government, change the path and the effect of regulation, enterprises in the energy-saving behavior choice is not entirely on the basis of market mechanism for decision making, policy risk.

3. THE ESTABLISHMENT OF LONG-TERM MECHANISM

Based on the above analysis, the main causes of energy barriers to enterprise are the ability to adjust the economic behavior of government is not strong, it doesn't matter to reform and market. The correct adjustment of government rules orientation, reduce administrative intervention, to restore the true colours of market mechanism, is the theoretical basis for the establishment of long-term mechanism. From the practice of energy saving in China's "eleven five" period, some places near the deadline to take power brownouts and other extreme ways to complete indicators, exposed the drawbacks of energy-saving system lacks the long-term effect of the system, be imperative to establish a long-term mechanism of specimen (Zhang, 2010).

3.1 The Optimization of Government Regulation System

Construction of the government regulation system with the goal of strengthening the government rules benefit guidance function, is the primary choice for the establishment of long-term mechanism. Our country has established a framework of institutional system, including learning the advanced experience of the system, but the lack of system analysis, need to put forward Optimization Countermeasures in the aspects of system. Through to the present system of government regulation in our country were reviewed, mainly by the following components:

The development oriented rule: Energy saving system plays guiding role in the economic and social development.

Encouraging support rule: Through fiscal, taxation, financial and other economic means to promote energy-saving behavior, improve institutional measures actively enterprises energy saving.

The evaluation rule: The effect of energy saving should be a scientific evaluation method and evaluation system.

Social correlation rule: Namely, mobilize social forces, promote the implementation of energy saving.

Form different characteristics and emission reduction rules, basic does not use the traditional means of mandatory punishment. But in practice, because of the rule execution effect, widespread abuse of law enforcement means, so that the rules effect. On the whole, although the current energy saving rules reflect certain interests guided, but guide is weak, lagging behind the hand to the government management system and management means, influence the guidance function, on the other hand, still can not achieve convergence with the international advanced management rule is, as there is no introduction of energy-saving emission reduction agreement system government rules, guiding function still need improvement through innovation of the system. The frame of our country's energy regulation system has been formed, to optimize the key of the system lies in: one is the feasibility of strengthening the rule, two further institutional innovations, explore the interests of powerful system design guide.

3.2 From Control Government to the Service Government

The Chinese government is currently experiencing a process from control government to the service government, this phase of the government regulation and behavior are also in a constantly changing and adjusting process, the establishment of long-term mechanism must be established on the premise of government functions positioning under clear. Service oriented government asked the government to reduce to the market and enterprise management, only to the effective allocation of resources in the market circumstances, to intervene, at the same time, should think the market and enterprises to provide services as the main functions, to ensure the normal market mechanisms play a role. The functions of the government can be established, system design according to the frame of system has been established, to strengthen the system of the feasibility research, institutional innovations can become our country government scientific rules play a feasible way for the efficacy.

3.3 To Improve the Government's Management Ability

The transformation of government functions put forward higher request to the government itself, the government must be able to cope with the increasingly complex domestic and international situation. Especially in the field of energy, energy-saving enterprises are a worldwide problem, the government should face the world, using international experience and resources management, its ability to meet new challenges. Within the range of our country, the imbalance of regional economic development, business conditions differ in thousands of ways, the government must be able to formulate feasible

rules according to the region characteristic, and has the capability of the system innovation.

CONCLUSION

Based on the above analysis, energy-saving obstacles for our enterprises is mainly limited, interests and the weakening of market mechanism of government rules benefit guidance function of adjusting function in the final analysis, to remove these obstacles need to improve the existing system of rules, strengthening the rule of executive function, at the same time, the transformation of government functions, improve the government management ability, adapt to the government management ability when and the development of the market economy, enterprises long-term mechanism of energy-saving in China can then set up.

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