On the Dynamic Mechanism of Developing Recycling Economy for Enterprises in China

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ABSTRACT

Recycling economy, as a new type of development model and economic growth mode, will form a social resultant force in government promotion, enterprise entities and public participation. Thus, it is quite necessary to discuss on the economic behavior, development restriction and profit motive of the Government, enterprises and the public as the micro-economic entities. Especially in the process of current recycling economic development of China, the sticking point for further development and achievement of Chinese recycling economy lies so much on how to enhance the intrinsic dynamics of the enterprises for developing the recycling economy.

Keywords: Economic Growth Mode, Enterprises in China, Government, Intrinsic Dynamics, Recycling Economy

I  THE MICRO-ECONOMIC ENTITIES ANALYSIS ON THE MODEL OF RECYCLING ECONOMY

The recycling economy is an economic system that promotes the socio-economic system in harmony with the natural ecosystems, which is a concrete manifestation and realization for the concept of sustainable development. It requires following the ecological and economical law and the rational use of natural resources and environmental capacity in the principle of reducing, reusing and recycling for the economic development. It is based on the material circulation for the natural ecosystems and energy flow laws for reconstructing the economic system, making the economic system contained in the material recycling process of the natural ecosystems harmoniously in order to realize the eco-economic activities, with a view of establishing the eco-socio-economic system corresponding to the structure and function of eco-environment system.

The recycling economy is a sort of development that it can deal with the resource constraints and environmental conflicts. It is a new sort of development that it can transform from placing importance to the quantity into the quality and efficiency for the development, attaching importance to the production and consumption mode for the fundamental shift,
from the linear type of development into the recycling development, from extensive growth into intensive growth, from the dependence on the growth of the development and utilization of natural resources into the growth of natural and renewable resources. The recycling economy is a win-win development for improving the efficiency of the resource use, with the emphasis on the organic integration and harmony between man and nature, giving attention to the unity between developmental efficiency and equity and the integration between prior richness and common development.

Developing recycling economy needs a solid micro-economic foundation. With the different levels of the objective reality of the economic system, the economic theory on the study of economic problems within the specific analysis space will also be of different levels. Fundamentally speaking, the function of socio-economic system and its external manifestations, which is so-called economic phenomenon, are both determined by the economic behavior of man and the interaction in between. The effective functioning foundation of the economic system is relied on the role of market. The healthy functioning of market lies on a perfect incentive mechanism and defining nicer micro-entities. With the studies on the marketing economy, it is imperative to find a solid microeconomic foundation for the theory of recycling economy.

The micro-entities for recycling economy mainly refer to enterprises, the Government and public. Because the studies on the recycling economy is related to the law generated by both economic and natural system, there is a need for examining the behavior of enterprises in a context of industrial or regional recycling economy, and for seeing about the behavior of consumers at a community and social level. Among them, the enterprises, which are primarily responsible for the resource consumption and pollution emissions, should be the main target for the recycling micro-economic analysis. The recognition should be given adequately by the Government, as a system provider, behavioral model and the major consumer of products. The public, as the consumers, whose demand and behavior choice for the consumption will be, on the one hand, influenced by the business, and on the other hand, will be of a certain degree of freedom and consumer sovereignty. The key issues for the microscopic analysis are associated with the studies on different systems and environment that have an impact on the consumer preferences, with the cultivation of the green consumer ethics and advocation for the ecological consumer behavior.

II THE RESPONSIBILITY AND BEHAVIOR OF THE ENTERPRISES, GOVERNMENT AND PUBLIC IN THE RECYCLING ECONOMY

The development of recycling economy needs to form a social resultant force in the Government promotion, enterprise entities, public participation, with the clarification for the responsibility and obligation in the three parties.

1 Corporate Behavior and Responsibility-Environmental Management, Green Business Competitiveness and Corporate Sustainable Development

Enterprises are both main consumers for the natural resource and the largest dischargers for the waste. The theory on the recycling economy assumes that the natural capital is of scarcity, thus natural resources, ecological and environmental costs are supposed to be considered by the enterprises on the point of their decision-making. With the model of recycling economy, the enterprises will achieve the goals for sustainable development in terms of law, ethics and capacity, etc...

With regard to the legal issues, corporate social responsibility appears to belong to a moral obligation. However, in the context of recycling economy, the social responsibility that enterprises undertake is not only of the morality, but of the legality, which meets the
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