

Design and Development of Low-carbon Logistics in Culture Function

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Abstract— The research area of low-carbon logistics culture is neglected, cultural factors, although difficult to quantify, the operation, but it is important to promote the development of low-carbon logistics means and motivation. By combining carbon cultural functions and logistics cultural elements, proposed the development of low-carbon era of logistics culture is inevitable, from a cultural point of trying to make some cultural means to promote the development of low-carbon logistics, in order to achieve the purpose of improving the logistics enterprise's core competitiveness and sustainable development of social logistics.

Keywords- Low Carbon Logistics Culture

I. INTRODUCTION

From the discusses the quality of "economic man" , Adam Smith ,study of the Spirit of Capitalism, Max Weber, theory of economic growth, Lewis ,the North's ideology theory fully explain a common point: Cultural factors, although difficult to quantify, operation, but it is an important driving force for development.

Marxist theory of human ecology led capitalist industrial civilization, man and nature "alienation" a brilliant interpretation, warns us: "Do not be overly intoxicated with victory against human nature, every victory, will be on human nature make extraordinary revenge. "Low carbon concept, the formation and development of low-carbon culture is built on the basis of this cruel revenge on humanity above.

October 2011, the first Chinese logistics Cultural Festival held in Beijing, many domestic authority of logistics experts for the "development of logistics logistics culture or need, what kind of logistics and Culture" to make a positive response, agreed that the logistics culture logistics and grow, the foundation for sustainable development. Competition among enterprises, appears to be competing technologies, management and economic

strength on the surface, in fact, is the culture of the contest.

With the development of low-carbon culture, the concept of low-carbon and sustainable development concept deeply rooted, thus forming a low-carbon economy. Under the low-carbon economy development environment, the logistics industry occupies a special position. Logistics activities is large energy consumption, but also carbon emitters, reduce energy consumption, reduce carbon emissions, carbon logistics has become the inevitable choice. The need to support the development of the logistics culture, the development of low-carbon logistics needed to support low-carbon logistics culture, and cultural needs of low-carbon logistics and logistics integration of low-carbon culture, which is a necessary requirement of the times, but also the inevitable development of the times selection.

By combining carbon cultural functions and logistics cultural elements, proposed the development of low-carbon era of logistics culture is inevitable, from a cultural point of trying to make some cultural means to promote the development of low-carbon logistics, in order to achieve the purpose of improving the logistics enterprise's core competitiveness and sustainable development of social logistics.

Low-Carbon Culture and Logistic Culture

A. Low-Carbon Culture

Low-Carbon means to reduce or eliminate carbon to carbon dioxide as the representative of greenhouse gas emissions. The idea is awareness of low-carbon or carbon ideas about the nature and laws of things. Low-carbon culture is tangible or intangible cultural forms of human activity in the scientific field of cemented carbon, is the sum of the values on low carbon emissions, ideas knowledge, attitudes, customs, beliefs, norms and other mental factors.

Carbon values as the core culture is to advocate ecological value, green, yet frugal festival with, uphold the concept of sustainable development as the basic features of the cultural system. It requires an ecological harmony is a measure of all things as the value criteria to measure the human economy, society, life and other acts and their consequences, promote low-carbon development, guidance and support towards the sustainable development of human economic and social direction.

Values, ideas, spirit of humanity will have some role in guiding ideology, then a series of actions to guide mankind. Carbon values, concept of sustainable development is at the heart and soul of a low-carbon culture, the core values and the formation and establishment of the soul, it will create a strong cultural atmosphere of carbon bound to play a leading human-oriented features of low-carbon a series of low-carbon behavior patterns of action, such as the production of low-carbon, low-carbon consumption, low-carbon life. This guiding role to play, will make the human society to form a virtuous circle of low carbon civilized and orderly condition for sustainable development of human society to provide strong security.

Cultural cohesion function is mainly reflected in the values to be recognized as human beings, it will produce a powerful centripetal force and cohesion, the role of the "glue", which is a common sense of community created by mankind. Therefore, low-carbon cultural cohesion feature is mainly reflected in the establishment of a low-carbon consensus centripetal force play to a low-carbon behavior in different areas and at different levels, the establishment of a unified carbon targets between different subjects.

Culture binding comes from people's thoughts, psychological and behavioral constraints and norms, but this constraint is not reflected in the institutional culture, but is reflected in culture, groups of Conduct and Ethics. Similarly, low carbon constraint function is reflected in the Code of Ethics and Code of Conduct to abide by human aspect, the external institutional constraints of low-carbon behavior instruction into their conscious personal conduct, largely to compensate for low carbon rules on the implementation of the system brought about defects.

Cultural guide to human action is an inner guidance, rather than external promotion, which is often brought to mankind a high, positive emotions and spiritual uplifting, which is to play the role of the incentive function. Carbon

cultural incentive function is to support low-carbon concept, core values, the incentive to undergo human carbon behavior shaping culture through carbon to form a sense of mission and responsibility in social groups, so that people in the heart of the deep formed at a conscious act, and thus enhance people's carbon responsibility and sense of mission.

After the development of low-carbon culture to a certain level, the society will have a strong appeal, impact on the community through various channels. Mainly in low-carbon cultural entities as the carrier material, by updating the progress of low-carbon technologies to demonstrate low-carbon equipment material culture, and thus form a certain image of the appeal of low-carbon, play a radiation role in promoting low-carbon popular culture and promote, and enhance the reputation of low-carbon culture.

B. Logistic Culture

Logistics is goods from suppliers to the entity receiving the land distribution process is a combination of "material" (material data entity) and "Flow" (physical movement), and is from the object's status and flow extends to culture, is built an advanced form of exercise based on the natural movement. Logistics culture as a cultural form of special content and means of expression is the sum of material and spiritual wealth of the people depend on logistics technology, logistics resources, logistics and credit as the fulcrum of economic activity in the social life and creation. Logistics culture is an integral part of the social culture, from creative logistics practices, features full logistics industry, with extensive and profound influence and visibility.

But the culture is different logistics logistics management, logistics management is a combination of logistics and management. Logistics and cultural development to enrich the connotation of culture, provide strategies and tools to regulate and manage the logistics of sustainable development.

With the influence of the external environment, the constitution and evaluation scale cultural elements will change accordingly, so we should be dynamic view, change the perspective of cognitive and cultural factors constitute about logistics. Judging from the form of cultural, environmental and cultural areas of logistics and cultural activities are material; responsibility and human linkages

combine institutional culture and spiritual culture belongs to the category of logistics culture; space and time are behavioral and cultural areas of logistics culture.

Environmental elements of logistics culture reflects the long-term relationship between logistics development and environmental change, the two complement each other, influence each other. If the construction of logistics management culture and implementation of logistics activities contrary to the objective law, it will lead to continued deterioration of the environment; at the same time good logistics management culture and can bring environmental improvements. According to constitute the basic functions of logistics, logistics activities combine culture, the logistics activities are divided into specific procurement, transportation, packaging, storage, handling and other functions.

The Necessary Integration of Logistics Culture and Low-carbon Culture in Times

Low-carbon culture as a cultural background not only the logistics culture and cultural infiltration, while a certain extent, it is the cultural construction of logistics base and foundation. Is the future trend of low-carbon economy, the future development trend of modern logistics business, which requires us in the development of logistics and cultural objectives to follow the requirements of low-carbon culture, must be low carbon culture as the basis, the goal is otherwise unreasonable, inefficient.

At this stage, the rapid pace of development of logistics, logistics services and technical equipment has been substantially improved, but the logistics of overloading, speeding, lost cargo, bad attitude, lack of ethics and other issues, not just describe the current status of the normal development of logistics issues, it is gradually revealing the missing carbon logistics and cultural defect culture. Carbon logistics culture also reflected in the material and spiritual aspects, this defect is more often reflected in the spirit, a serious impediment to the development of modern logistics. To sum up, this defect mainly from the following two aspects:

(1) Concept defect. Many people in the community, including business leaders, there is no concept of low-carbon logistics have a correct understanding, there is no deep understanding of the role of low-carbon logistics in economic development, without a profound understanding of the low-carbon logistics and production,

sales true relationship activities. Thinking there is no single, correct understanding of the operations will be affected by the obstruction. Many logistics practitioners, focus only on the chase interests at the expense of improving service and quality.

(2) Institutional weaknesses. Although the government increasing emphasis on the development of the logistics, but the policy documents for the development of low-carbon logistics very little drawback of this system is that the logistics field on a long-term presence of a chronic low-carbon logistics and cultural deficiencies. At this stage, the logistics resources scattered, many logistics companies reflect the "small, small, weak, slow" feature, integration efforts is not enough, a serious impediment to the rational allocation of logistics resources.

Global economic integration, the huge logistics market potential, the need for cultural development and innovation, leading logistics practice, as soon as possible so that the logistics business into the competition and cooperation among international logistics. The logistics industry is an emerging industry, is a sunrise industry, to promote economic development and has a major role, the need to promote the culture of innovation and the rapid development of the logistics industry. Currently, the competition between enterprises from the competition of logistics and supply chain logistics services has become an important source of the enterprise's core competitiveness. Enhance the competitiveness of the cultural guide, radiation, and promote the role is essential.

Cultural Response on Development of Low-carbon Logistics

Culture itself is not a substitute for human social life, but the lead role of culture in human social life is unquestionable. As mentioned earlier, low-carbon logistics culture is a culture concept, but also a cultural means, can also be a means and measures in order to achieve some purpose but human use. When we order to achieve sustainable development of low-carbon logistics this purpose means and measures need to be taken, the real low-carbon logistics culture means culture is manifested. Shows that, in order to play a role in low-carbon logistics elements of the logistics culture from cultural analysis, need to start from the aspects of people, the environment, time, space, activities, responsibilities.

A. Establish a low-carbon logistics concept, low-carbon logistics strengthen propaganda.

The core idea is that through the introduction of low-carbon logistics of low-carbon technologies and low carbon concept, so harm the logistics during the operation on the environment to a minimum, to promote the rational allocation of logistics resources. But now the majority of our logistics enterprises are still the main resources to reduce costs, ignoring the energy consumption, environmental pollution and other issues. This requires us to be whole within the social context and guidance vigorously publicized, everyone, every business should take the development of low-carbon logistics social responsibility, between two carbon logistics development and profit, cost is not a contradiction, think the contrary, the development of low-carbon logistics can bring huge economic and social benefits for the businesses, the community.

B. Strengthen the government's responsibility to improve the policy environment for low-carbon logistics.

At present, China has no specific government departments to plan for the development of low-carbon logistics, laws and regulations for the development of low-carbon logistics almost no lack of unified coordination mechanism, leading to the development of low-carbon logistics management and supervision in place, to a large extent the cause unreasonable logistics resources configuration. Government departments should be further clarified in promoting the development of low-carbon logistics responsibilities, the role and status, the full development of supervision, management, control and guidance functions, develop appropriate policies and regulations and industry standards, the development of low-carbon logistics break the existing institutional constraints, create a good environment for the development of cultural and harmonious atmosphere for the development of low-carbon logistics.

C. Vigorously develop low-carbon logistics personnel, and strengthen people-oriented thinking.

Carbon logistics concept of culture is not to rely solely on their own influence on cultural activities and products, the need to join the low-carbon logistics activities of human agency, in order to play its important role. People can recognize the existence of objective necessity in mind, so only people able to create low-carbon logistics activities

in culture. At present, China's logistics enterprises in low-carbon logistics personnel generally facing the existence of a lower overall quality, low level of management problems, which severely restricts the construction and development of low-carbon and low-carbon logistics culture. We should strengthen the concept of low-carbon logistics personnel education, a profound understanding of talent is the key, is the basis for personnel training, and actively take effective means to train high-level, comprehensive, low-carbon composite logistics personnel.

D. Improve the level of logistics technology, logistics information system construction.

Improve the level needed to support low-carbon logistics advanced level of technology, the need to resolve the differences between means of information logistics carbon generated during the operation of time and space. During 2013 two sessions, Premier Li Keqiang in the "Government Work Report" should be made to accelerate the transformation of economic development mode, adjust and optimize the economic structure. Stressed vigorously develop low-carbon logistics technology, and actively develop new energy and renewable energy, proposed to efforts to establish a carbon emissions characteristics of the logistics industry system.

Our country is lagging behind in terms of development of information technology, logistics, low penetration of intelligent storage, handling and other technical equipment, bar code and radio frequency technology penetration is not high, the application of network technology, still at the primary level. We should build public logistics information network platform, to build a national logistics network, data sharing and resource-sharing between logistics companies, to create conditions for efficient operation. Through the construction of information systems, the use of GPS, EDI, RFID and other IT resource sharing> joint distribution, to provide information to support the development of recycling logistics, reduce unnecessary links, so as to achieve energy savings, reduce costs, reduce environmental pollution targets.

ACKNOWLEDGEMENT

This work is supported by soft science research program of Shandong (2013RKA17003).

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